1985 ONTARIO TRAVEL SURVEY

PROVINCIAL SUMMARY

Tourism Research Section
MINISTRY OF TOURISM AND RECREATION
January, 1987

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FOREWORD

BACKGROUND AND OBJECTIVES

In order to provide up-dated information on Ontario residents' travel, both within and outside the province, the Ministry of Tourism and Recreation commissioned Ruston/Tomany & Associates Ltd. to conduct an update of the 1982 Ontario Travel Survey. To the extent feasible, the update was designed to replicate the 1982 study.

The update, conducted over the course of the 1985 calendar year, was designed to provide reliable provincial data (total person and household trip information). The sample size was not, however, meant to generate detailed data on each of the twelve individual tourism regions or five administrative areas within the province, although some regional analysis is included in the report and complete regional tabulations are provided.

METHODOLOGY

Data were collected via a self-completion two month diary placed at a random selection of co-operating households across Ontario[1]. Diary placements were conducted during each calendar month of 1985. Four independent samples, with replicates, were drawn to correspond to the calendar quarters of the year. Within each quarterly sample, three one-month samples were randomly allocated. Stratified random probability sampling procedures were used to identify the sample points in the Province. Some adjustments to a proportional sample frame were made in order to increase the number of locations in comparatively unpopulated regions of the Province that were included in the sample. Data were adjusted at the tabulation stage to accurately reflect the regional distribution of the population.

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[1] Excluding military bases, Indian reserves, institutional populations (e.g., hospitals), and locations north of the 50th parallel.

Details of the sample design are provided in the Technical Appendix.

Ruston/Tomany interviewers were briefed on the study prior to undertaking household screening and diary installation on a door-to-door basis in their assigned geographical locations each month. Up to four visits were made to each dwelling to establish contact and complete the field instruments. A total of 1440 households were contacted in the study, 1407 qualified for placement[1], 868 accepted the diary placement, and 780 returned the completed diary to Ruston/Tomany & Associates via the mail. This represents an effective completion rate of 55.4%. Details of the disposition of visits made to households are presented in the Technical Appendix. Four "Lucky Draws" were held during the year as an incentive to respondent cooperation. The value of each draw was $250.00.

During the course of the two month diary period, three telephone contacts were made with participating households to ensure that the materials were being completed in a timely and comprehensive manner. All telephone contacts were made by Ruston/Tomany & Associates interviewers from central location telephone facilities. Verification of diary installation was undertaken for 100% of the placements, and 15% of all telephone contacts were monitored by supervisory personnel. Details of the field methodology are provided in the Technical Appendix.

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[1] Households were disqualified only if the dwelling at which they were contacted was not the primary residence, or if they planned to move from the dwelling during the following two month period.

The self-completion diary included sample trip records, definitions and explanations of specific questions, and blank trip records. A provincial map and a trip expense log were also provided in each Diary Booklet. A copy of the complete Diary Booklet is appended to this report.

INFORMATION COLLECTED

At the screening stage of the study, household characteristics and trip information (based on past four weeks recall) were collected. A copy of the screening questionnaire and household questionnaire are appended.

The trip record was designed to obtain details of all trips taken by household members over a specified two month period, as long as the trip involved travelling to a location at least 40km/ 25 miles (one way) from the permanent residence. The following trips were excluded from the study, even if they met the distance requirement:

- trips that began and ended entirely within the boundaries of Metropolitan Toronto;
- commuting to school or work;
- travelling as an operator or crew member;

- sales calls or deliveries; and
- moving to a new residence.

The person in the household responsible for completing the trip records was asked to identify the beginning and ending dates of the trip, the location of the main destination, one way distance travelled, who in the household went on the trip, the trip's purpose (main and other), activities engaged in at the area of the main destination and elsewhere, the number of nights away in Ontario and outside the province, details of the nights spent away in Ontario, the type(s) of accommodation used for Ontario nights, whether pre-paid expenses were incurred, the type and amount of pre-paid expenses, and the non-pre-paid trip costs, by category, in and outside Ontario. The diary completer was asked to complete a trip record for each trip taken by at least one adult household member (15 years or older) that ended during a specified two month calendar period.

TABULATION AND ANALYSIS

Data were edited, coded and tabulated according to prescribed rules. Data entry was completely verified (100%). Subsequent to data entry, adjustments were made to correct for the intentional disproportionality of the original sample. Once this step was taken, estimates of the Ontario household and person population for 1985 were developed and applied to the data in order to project the household and person trip information collected to the full population of Ontario during the data collection period (1985).

A sequential marginal weighting scheme was developed for the study. This scheme is described in detail in the Technical

Appendix. Briefly, the following factors were taken into account in determining the final adjustments that were applied to the data:

- Adjustments for intentional regional disproportionality of the original sample;
- Tourism Association Region/Administrative Region;
- Ontario household population projected to 1985, by household size and composition;
- Ontario population (individuals) projected to 1985, by sex and age; and
- Trip recording month.

In addition, a special set of rules was developed for allocating expenditures (pre-paid and non-pre-paid) to regions of origin or destination. These rules have been incorporated into the projected tabulations.

THE FINDINGS

Findings of the 1985 Ontario Travel Survey Update are presented in three forms:

- The Descriptive Report

This report provides an overview of the main findings for Ontario, and other destinations, for 1985 Ontario residents' travel and compares the key results of this study with the 1982 survey. This report is comprised of an Executive Summary, a

General Summary describing the main findings[1], the Technical Appendix, and field materials.

- The Detailed Tabulations (Under Separate Cover)

A set of detailed computer tabulations of both unweighted household data on survey completers/non-completers, and projected trip record information.

- The Data Diskettes

IBM compatible data diskettes with layout documentation and weights encoded in the data files.

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[1] Consistent with the Terms of Reference, only Ontario-wide data are presented in the body of the report. Limited regional analysis can be found in Appendix B. The reader is cautioned that the small sample size in any one region generates comparatively unstable data.

EXECUTIVE SUMMARY

- Ontario households took more than 54 million trips in 1985.

  During the calendar year of 1985, Ontario households took 54,042,000 trips of at least 40 km (25 miles) one way from the permanent residence. The vast majority of these trips had a main destination within the province itself (46,928,000).

- The total number of person trips taken by Ontarians during 1985 was 97.5 million, as compared to the 90.2 million registered in 1982.

  When compared to population estimates for 1982 and 1985, total travel between the two years has not risen at a rate that significantly exceeds the population growth rate.

  At the same time, in 1985, trips, including overnight stays away from home, are more likely to take the traveller to destinations outside the provincial boundaries.

- Expenditure on travel within Ontario by the province's residents exceeded $5.1 billion in 1985.

  When all travel expenditures allocated to the province are combined, Ontarians contributed $5,138,243,000 to their provincial economy. Consistent with the relative stability in their propensity to travel in Ontario, the level of expenditure within the province did not increase significantly over inflation since 1982 ($4,055,848,000).

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[1] 1982 Ontario Travel Survey, Canadian Facts; 1985 Ontario Travel Survey Update, Ruston/Tomany & Associates.

Expenditures outside Ontario, however, did increase significantly over the three years between the surveys. In 1982, trips originating in Ontario generated $1,758,107,000 in out-of-province travel expenditure, whereas in 1985 the corresponding expenditure was $3,052,492,000.

- The average expenditure on a trip within Ontario in 1985 was approximately $55.00.

Of all expenditures allocated to the province, one-quarter constituted Canadian carrier expenses ($1,312.3 million), and the same proportion was spent on retail/other miscellaneous expense items ($1,304.9 million). One-fifth of the total expenditures within the province were dedicated to food or beverages ($1,013.5 million) and somewhat less was categorized as automobile expenses ($849.8 million). Compared to these expenditure items, considerably less money was spent on accommodation ($336.7 million), recreation/pleasure ($255.1 million) or local transportation ($65.9 million).

- More than half of the trips taken by Ontarians in 1985 began and ended during the same day.

Of all person trips taken by Ontarians, approximately 6-in-10 were same day trips and the remaining 4-in-10 involved at least one night away from the permanent residence. The average number of nights spent away for all person trips with a main destination within Ontario approaches (0.96), while the average number of nights away, for overnight person trips to a main destination within the province exceeds two nights (2.63).

- Private accommodation is considerably more widely used by Ontarians than is commercial accommodation.

  Of all person nights spent away from home at locations within Ontario in 1985, almost 6-in-10 were spent with friends/relatives, and a further 15 percent were spent at private cottages. Only 1-in-4 such person nights were spent in a hotel/motel, motel, resort lodge, commercial cottage or cabin, or campground.

- The prominence of private accommodation likely reflects the propensity of Ontarians to take trips for the main purpose of visiting friends or relatives.

  Trips with a main purpose of visiting friends/relatives are characteristic of 4-in-10 Ontario person trips, and an additional 3-in-10 are described as having recreation/ pleasure as their main purpose. Personal business would seem to be the primary motivator for more than 1-in-10 person trips within Ontario (13%), whereas business/ conventions and shopping each prompt fewer than 1-in-10 trips.

- Trips with a main destination in Ontario tend to be characterized by visiting with friends/relatives, dining in restaurants, shopping, and/or involvement in sporting activities.

  Activities engaged in at the main destination within the province are likely to include visiting friends or relations (51%), dining out (34%), shopping (33%), participation in outdoor sporting activities/attendance at a sporting event (24%), or personal business (18%). At the same time, such trips are less likely to involve visiting exhibits, museums, galleries, historical sites, attractions, zoos, or amusement parks (13%); touring (boat/rail tours, general sightseeing) (14%) or business/conventions (7%).

- More than one-half of all household trips were comprised of a party of one.

  Fifty-five percent of Ontario household trips consisted of one person parties, while the average party size for any type of trip was 1.75 people. Party size has experienced no appreciable change from 1982 to 1985.

- The average one-way distance travelled on a same-day trip with a main destination in Ontario is 58 mi/93 km compared to 127 mi/205 km for an overnight trip.

  Between 1982 and 1985 there have been no significant differences in the distances Ontarians travel.

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TRIP RECORD FORM (DIARY)

QUESTIONNAIRES

- SCREENING QUESTIONNAIRE
- HOUSEHOLD QUESTIONNAIRE
- FIRST, SECOND, THIRD TELEPHONE CALLBACK QUESTIONNAIRES

Overview Of Ontario Residents' Travel In 1985

	Total (000's)[1]
Household Trips Taken	
Any Destination	54042 (D)[2]
To An Ontario Destination	46928 (E)
Person Trips Taken	
Any Destination	97522 (E)
To An Ontario Destination	85484 (E)
Person Nights In Ontario	85188 (H)
Expenditure By Ontarians	
In Ontario	$5,138,243 (B)
Outside Ontario	$3,052,492 (E)

(Source: Detailed Tables, pages 48-1, 49-1, 93-1, 105-1, 112-1, 113-1)

[1] Projected, in 000's.

[2] Letter designations represent Statistics Canada's Classes of Statistics -- See page 46 of the Technical Appendix.

A. AN OVERVIEW

1. Ontario Residents' Travel In 1985

Ontario's 3,239,000 households took 54,042,000 trips[1] of at least 40 km (25 miles) one way during the 1985 calendar year. Of these trips, 46,928,000 were destined for locations in Ontario[2]. These household trips represent 97,522,000 person trips to any destination. During 1985, Ontario residents took 85,484,000 person trips within the province, and spent 85,188,000 person nights in Ontario, away from their home.

Ontarians spent $8,190.7 million on these travels over the year. Of this total expenditure, $5,138.2 million was spent in Ontario and $3,052.5 million was spent outside the Province.

During 1985, Ontario households took an average of 16.7 trips to all destinations, and 14.5 trips to Ontario only.

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[1] See Foreword for definition of trip.

[2] Main destination in Ontario.

	Region Of Origin[1] Of Person Trips With A Main Destination Trips	
	In Total	With Main Destination In Ontario
	(97,522)[2] %	(85,484)[2] %
Southwestern	13	14
Festival Country	20	20
Georgian Lakelands	6	7
Metro Toronto	25	24
Central Ontario	15	16
Ontario East	15	13
Ontario North	7	7

(Source: Detailed Tables, page 49-1)

[1] For Statistics Canada Class of Statistics for each origin region, see chart appended to this report.

[2] Projected, in 000's.

B. TRIP CHARACTERISTICS/LOCATION

2. Region Of Origin Of Person Trips

One-quarter of all 1985 person trips originated in the Metropolitan Toronto region (24,018,000) while one-fifth originated in Festival Country (19,616,000). Since these two regions support larger populations than do other tourism regions, they have a correspondingly greater propensity for generating trips. In fact, the number of person trips originating in each region closely parallels that region's 'share' of the 1985 Ontario population[1].

Just under one-in-seven person trips originate in each of Ontario East (14,343,000), Central Ontario (14,163,000), and the Southwestern region (12,705,000), whereas fewer derive from residents of the Georgian Lakelands (5,878,000) or Ontario North (6,798,000).

Person trips to Ontario destinations (main) derive from origin regions in the same proportions as do person trips to any destination.

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[1] Total Ontario population, 1985

	8,915,000 %
Southwestern	12.9
Festival Country	18.7
Georgian Lakelands	5.8
Metro Toronto	30.0
Central Ontario	11.2
Ontario East	13.1
Ontario North	8.5

Main Destination Of Person Trips By Ontario Residents...

Main Destination	In Total (97522)[1] %
Ontario (Total)	88
Outside Ontario (Total)	12
Other Province	6
U.S.A.	6
Other Country	1

(Source: Detailed Tables, page 49-1)

[1] Projected, in 000's.

3. Main Destination Of Person Trips By Origin

Most person trips taken by Ontario residents had a main destination within the Province. Of the 97,522,000 person trips taken, almost 9-in-10 (85,484,000) had an Ontario main destination, just over 1-in-20 were to another province in Canada (5,886,000) and a similar proportion were to the United States (5,448,000 -- 6%). Comparatively few trips were taken to a country other than Canada or the U.S.A. (704,000 -- 1%).

	Length Of Stay For Person Trips	
	In Total	With Main Destination In Ontario
	(97,522)[1]	(85,484)[1]
	%	%
Same Day	59	63
Overnight (TOTAL)	41	37
1-3 Nights	30	30
4-9 Nights	7	6
10-16 Nights	2	1
17 Nights Or More	1	*
Average Number Of Nights	1.58	0.96

(Source: Detailed Tables, page 86-1)

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[1] Projected, in 000's.

*Less than 0.5%.

4. Same Day And Overnight Person Trips -- By Destination

In 1985, Ontario residents took 57,146,000 same-day trips and 40,376,000 trips which entailed at least one night spent away from the permanent residence. Same day trips are somewhat more common (63%) than are those involving an overnight stay (37%) among person trips with a main destination in Ontario.

Most overnight stays are of relatively short duration. Of Ontarians' 1985 person trips, 3-in-10 entailed one to three nights away from home, and about 1-in-10 involved four to nine nights away (7%). Approximately 1-in-25 (4%) person trips are characterized by involving ten or more nights away. The average number of nights spent away from the permanent residence for 1985 person trips by Ontarians is 1.58.

Because of the greater distance involved in trips to destinations outside Ontario, it is not surprising that trips with a main destination within the province are of shorter average duration (.96 nights) than are trips to any destination including those out of the province (1.58 nights).

	Person Nights In Ontario By Region Of...	
	Overnight Stop	Origin
	(85,188)[1] %	(85,188)[1] %
Southwestern	11	15
Festival Country	10	16
Georgian Lakelands	16	4
Metro Toronto	12	22
Central Ontario	22	18
Ontario East	17	13
Ontario North	12	12

(Source: Detailed Tables, page 105-1)

[1] Projected, in 000's.

5. Person Nights In Ontario By Region Of Overnight Stop And Origin

A person night is a measure of each night spent in an Ontario location by a traveller, regardless of the trip's main destination.

Of the 85,188,000 nights spent by Ontario residents at locations within the province, one-fifth (18,718,000) were spent at locations within Central Ontario, and one-sixth were spent in each of Georgian Lakelands (13,404,000) and Ontario East (14,803,000). Approximately one-tenth of the province's person nights were spent in the Southwestern region (9,376,000), Festival Country (8,082,000), Metropolitan Toronto (10,579,000) or Ontario North (10,226,000).

There are indications in the origin data to suggest that Georgian Lakelands is comparatively unlikely to be the source of person nights in the province (4%), especially in comparison to Metropolitan Toronto (22%) and Central Ontario (18%).

	Accommodation Type For Ontario...	
	Person Nights In Total	Household Nights In Total
	(85,188)[1] %	(48,930)[1] %
Hotel/Motor Hotel	6	7
Motel	3	3
Resort Lodge	2	2
Commercial Cottage/ Cabin	1	2
Camping/Trailer Park	14	10
Outfitter/Outpost	*	*
Private Cottage	15	10
Friends/Relatives	58	65
Marina/Unorganized Anchorage/Other	1	1

(Source: Detailed Tables, pages 94-1; 95-1/2)

[1] Projected, in 000's.

*Less than 0.5%.

6. Type Of Accommodation Used On Ontario Person Nights And Household Nights

Most Ontario person nights away from home are spent in non-commercial accommodation (about 6-in-10 such nights are spent with friends or relatives (58%), and a further 1-in-7 are spent at private cottages (15%)).

A hotel/motor hotel was used for just over 1-in-20 (6%) person nights in 1985 and one-half of this proportion utilized a motel for accommodation (3%). Other types of accommodation used on at least 1-in-50 or 1-in-100 person nights include resort lodges (2%), commercial cottages or cabins (1%), and a marina/ unorganized anchorage or other[1] (1%). Outfitters supplied accommodation for even fewer person nights over the year.

An assessment of the types of accommodation used on a household nights[2] basis reveals the same pattern just described for person nights spent in Ontario in 1985. Hence of all the household nights spent away from home, almost 2-in-3 (65%) were spent with friends/relatives and 1-in-10 were spent at a private cottage (10%) or in a camp ground/trailer park (10%). Fewer than 1-in-10 (7%) were spent in a hotel/motor hotel.

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[1] "Other" includes nights spent in hospital, in transit (car, bus) or in terminals (bus, train station, airport).

[2] A household night is a night spent away from the permanent residence, regardless of the number of people in the party.

	Party Size For Household Trips...			
		With Ontario Main Destination		
	Any Destination	Any Length	Same Day	Overnight
	(54,042)[1] %	(46,928)[1] %	(29,467)[1] %	(17,461)[1] %
One Person	55	55	52	59
Two People	27	28	30	25
Three People	9	9	10	7
Four People	6	7	6	7
Five Or More People	2	2	3	2
AVERAGE	1.74	1.75	1.79	1.69

(Source: Detailed Tables, pages 99-1, 100-1, 116-1)

[1] Projected, in 000's.

7. Party Size For Household Trips

The vast majority of trips taken by Ontario households in 1985 involved one or two household members. In fact, more than 1-in-2 (55%) of all such household trips were undertaken by a single adult[1] household member. Two person parties are characteristic of just over 1-in-4 household trips (27%), while almost one-tenth of these trips were taken by three members of the household (9%).

The average party size for trips with a main destination within or outside the province is 1.74.

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[1] At least one household member 15 years of age or over had to be included among the trip members for the trip to be considered valid for inclusion in the data.

	Average Party Size On Ontario Household Trips With Main Destination In Ontario...	
	By Origin	By Main Destination
	(46928)[1] \#	(46928)[1] \#
Overall Average	1.75	1.75
Region		
Southwestern	1.69	1.71
Festival Country	1.82	1.69
Georgian Lakelands	1.79	2.08
Metro Toronto	1.65	1.61
Central Ontario	1.83	1.71
Ontario East	1.74	1.75
Ontario North	1.82	1.96

(Source: Detailed Tables, page 117-1/2)

[1] Projected, in 000's.

8. Average Party Size For Ontario Household Trips By Origin And Main Destination

The facing table provides the average party size for household trips with a main destination within Ontario by the region of origin and the trip's main destination.

Clearly, only minor variation exists in the size of parties starting their journey from each of the seven tourism regions. Marginally greater variation in party size is evident when the in-flow of trips to specific regions is examined. The average party size is largest for trips with a main destination in Georgian Lakelands (2.08), followed by Ontario North (1.96). In turn, Metropolitan Toronto attracts the smallest parties, on average (1.61).

	Distance Travelled To Main Destination For Person Trips...	
	In Total	With Main Destination In Ontario
	(97,522)[1] %	(85,484)[1] %
25-49 mi/40-79 km	35	38
50-99 mi/80-159 km	32	35
100-199 mi/160-320 km	19	20
200-499 mi/321-804 km	8	7
500-999 mi/805-1609 km	2	1
1000 mi/1610 km Or More	4	-
Average Distance	185 mi/297 km	83 mi/134 km

(Source: Detailed Tables, pages 92-1/2)

[1] Projected, in 000's.

9. Distance Travelled To Main Destination

To qualify as a "trip" for this study, a minimum of 40 km (25 miles) one way had to be traversed from the permanent residence. As expected, the average one-way distance from home for person trips made to all destinations (185 mi/297 km) is a little more than double the average distance for trips with a main destination in Ontario (83 mi/134 km).

Seventy-three percent of Ontario destined person trips were within a 100 mile/159 km radius of the permanent residence, which is due to the preponderance of same day trips taken within the province.

	Average Distance Travelled To Ontario Main Destination By Residents Of Specific Regions
	Person Trips To Ontario Destinations
	(85484)[1]
	#
Average - All Regions	83 mi/134 km
Region Of Origin	
Southwestern	93 mi/150 km
Festival Country	80 mi/128 km
Georgian Lakelands	75 mi/121 km
Metro Toronto	68 mi/110 km
Central Ontario	81 mi/131 km
Ontario East	91 mi/147 km
Ontario North	121 mi/195 km

(Source: Detailed Tables, page 92-2)

[1] Projected, in 000's.

10. Average Distance Travelled By Region Of Origin

As expected, person trips originating in Southwestern, Ontario East, and Ontario North regions had the longest average one way distances travelled within the province, those in Festival Country and Central Ontario were at about the provincial average of 83 mi/134 km, while those in Metro Toronto and Georgian Lakelands were below. These patterns are as expected given the distance between major population centres in various regions and the concentration of both population and attractions within the central/southern Ontario regions.

Average Distance Travelled On Person Trips By Ontario Main Destinations And Length Of Stay

	Person Trips To Ontario Main Destinations (85484)[1] #
Any Ontario Main Destination	83 mi/134 km
Main Destination In... Tourism Region	
Southwestern	80 mi/128 km
Festival Country	66 mi/106 km
Georgian Lakelands	83 mi/134 km
Metro Toronto	85 mi/136 km
Central Ontario	80 mi/128 km
Ontario East	101 mi/163 km
Ontario North	106 mi/171 km
Length Of Stay	
Same Day	58 mi/93 km
Overnight	127 mi/205 km

(Source: Detailed Tables, pages 91-1/2)

[1] Projected, in 000's.

11. Average Distance Travelled By Ontario Main Destination And Length Of Stay

The facing table depicts the average distance travelled by Ontarians on person trips with a main destination within the province. Trips with the main destination in the Southwestern region, Georgian Lakelands, Metropolitan Toronto and Central Ontario do not differ substantively from the provincial average in terms of distance travelled. At the same time person trips to locations within Festival Country are somewhat shorter (66 mi/106 km on average) and those with a main destination in Ontario East or North entail slightly greater average distances than is the case for the province as a whole.

Overnight trips are, on average, about twice as far away from the permanent residence (127 mi/205 km) as are trips that begin and are completed during the same day (58 mi/93 km).

	Main Purpose Of Trip For Person Trips
	With Main Destination In Ontario
	(85,484)[1]
Visiting Friends/ Relatives	41
Convention	2
Other Business	6
Shopping	8
Personal Business	13
Dining At A Restaurant	1
Recreation/Pleasure	29

(Source: Detailed Tables, page 54-1)

[1] Projected, in 000's.

*Less than 0.5%.

C. TRIP PURPOSE AND ACTIVITIES

12. Main Purpose Of Trip

Ontarians are most apt to take a trip in order to visit friends or relatives or to engage in recreation/pleasure. Of all person trips[1] with a main destination in Ontario, 4-in-10 (41%) were taken with the avowed main purpose[2] of visiting family or friends and 3-in-10 are identified as having a recreational main purpose (29%).

Personal business, including visits to doctors, dentists, lawyers and the like is the primary motivation for 1-in-8 Ontario person trips (13%), while shopping (8%) or "other business[3]" (6%) is identified as the main purpose for slightly fewer. Conventions (2%) and dining at a restaurant (1%) are relatively uncommon prime motivators for trips that are destined for an Ontario location.

---

[1] It should be noted that the definition of trips for this study excludes certain types of travel including sales calls, trips with operating crews and commuting to work/school.

[2] Diary completers were asked to specify the single main purpose of a trip -- that is, the single resaon that explains why the trip was taken, and without which it would not have been taken. A pre-defined set of purposes was provided.

[3] This purpose includes buying, selling, inspecting, consulting and the like.

	Other Purposes Of Trip For Person Trips
	With Main Destination In Ontario
	(85,484)[1]
Visiting Friends/ Relatives	13
Convention	*
Other Business	1
Shopping	14
Personal Business	6
Dining At A Restaurant	14
Recreation/Pleasure	12
Only Main Purpose (No "Other" Purpose)	60

(Source: Detailed Tables, page 59-1)

[1] Projected, in 000's.

*Less than 0.5%.

13. Other Purposes Of Trip

Most person trips are motivated solely by their main purpose[1]. Six-in-ten person trips with an Ontario main destination are prompted only by this primary explanation. Travellers with a secondary motivation are most apt to include shopping (14%), visiting friends or relatives (13%), dining at a restaurant (14%) and/or recreation/pleasure (12%).

---

[1] In addition to being asked to specify a single main purpose for each trip, Ontarians were asked to indicate what, if any, other purposes motivated the trip.

	Purposes[1] Of Trip For Person Trips With Main Destination In Ontario (85,484)[2] %
Visiting Friends/ Relatives	54
Convention	2
Other Business	7
Shopping	22
Personal Business	19
Dining At A Restaurant	15
Recreation/Pleasure	40

(Source: Detailed Tables, page 62-1)

[1] Net count of "main" and "other" purposes.

[2] Projected, in 000's.

14. Total Purposes Of Trip

On the facing table, the primary and ancillary explanations for person trips by Ontarians are provided[1]. Clearly, familial ties, friendships and recreational interests are the predominant motivators for Ontario travellers. More than 5-in-10 (54%) trips undertaken by Ontario residents to a main destination within the province are prompted by personal relationships (family/friends), and 4-in-10 are motivated by recreational pursuits. Approximately one-fifth of Ontario person trips are sparked by an interest[2] in shopping (22%) and/or personal business (19%), while very slightly fewer include dining at a restaurant among their purposes (15%). Business apart from personal business or conventions accounts for the primary or secondary motivation for 1-in-14 person trips (7%), while 1-in-50 are prompted by conventions.

---

[1] A net count of "main" and "other purpose" measures.

[2] Note: This measure pertains to purpose rather than activity. As such, it is motivational rather than behavioural in orientation.

	Activities Engaged In At Area Of Main Destination For Person Trips
	With Main Destination In Ontario
	(85,484)[1]
	%
Visit Friends/ Relatives	51
Outdoor/Sporting Activities	22
Sightseeing/Touring	13
Personal Business	18
Business/Conventions	7
Shopping	33
To A Restaurant To Eat	34
On Boat/Rail Tours	3
To Historical Sites	5
Sporting Events	4
Museums/Galleries	2
Exhibitions/Fairs/ Special Events	4
Attractions/Zoos/ Amusement Parks	5
Live Theatre/Dance/ Music Concerts	3
Other	9
Any Sports-Related Activity (NET)	24
Any Touring (NET)	14
Any Exhibits/Sites/ Museums/Attractions (NET)	13

(Source: Detailed Tables, pages 67-1/2)

[1] Projected, in 000's.

15. Activities Engaged In At Area Of Main Destination

Information on activities engaged in while on a trip[1] is divided into two categories -- trip members' activities in or around the area of the main destination and those engaged in en route to or from the main destination. The facing table depicts the extent of participation in specific activities at the trip's key destination and the following section provides en route activities.

Given the dominance of visiting friends/relatives as a trip motivator, it is not surprising that such visits constitute an especially prominent activity. Just over 1-in-2 person trips with an Ontario main destination involve such visits. One-third of these trips entail dining at a restaurant and/or shopping at the Ontario main destination, and one-quarter involve active or passive participation in a sporting event or outdoor activity[2]. Almost one-fifth of person trips to an Ontario main destination include conducting personal business (18%) while other business activities[3] are less prominent (7%).

General sightseeing or touring is undertaken at the main destination on more than 1-in-10 person trips (13%) although boat/rail tours are less commonly engaged in (3%). Visits to exhibitions (4%) and museums/galleries (2%) are comparatively uncharacteristic of Ontarians' activities at their Ontario main destination.

---

[1] A pre-defined set of alternatives was provided in the diary.

[2] Net count of participating in outdoor/sporting activities including golfing, swimming, hiking, taking walks, etc. (22%) and attending a sporting event (4%).

[3] Business/conventions.

Activities Engaged In At Areas Other Than The Main Destination For Person Trips

	With Main Destination In Ontario (85,484) %
Visit Friends/ Relatives	10
Outdoor/Sporting Activities	2
Sightseeing/Touring	4
Personal Business	2
Business/Conventions	1
Shopping	7
To A Restaurant To Eat	13
On Boat/Rail Tours	1
To Historical Sites	1
Sporting Events	1
Museums/Galleries	1
Exhibitions/Fairs/ Special Events	1
Attractions/Zoos/ Amusement Parks	1
Live Theatre/Dance/ Music Concerts	*
Other	1
Any Sports-Related Activity (NET)	3
Any Touring (NET)	5
Any Exhibits/Sites/ Museums/Attractions (NET)	3
No Other Activities Other Than Those At Main Destination	72

(Source: Detailed Tables, pages 72-1/2)

[1] Projected, in 000's.

*Less than 0.5%.

16. Activities Engaged In At Areas Other Than The Main Destination

The vast majority of person trips with an Ontario main destination involve no en route activities (72%). This finding is quite compatible with the prominence of same day and relatively short (distance) excursions within the province and suggests that for most trips within Ontario, the focus of activity is at the main destination.

At the same time, more than 1-in-10 person trips within Ontario include en route restaurant dining (13%), and somewhat fewer involve visiting friends/relatives (10%) and/or shopping (7%) at areas other than the main destination.

Sightseeing/touring as an en route activity is characteristic of 1-in-25 person trips while sport-related activities and/or visits to attractions, exhibits, historical sites or museums at a location other than the main destination are included on 1-in-33 trips.

Activities Engaged In At Ontario Main Destination For Person Trips...

		With A Main Purpose Of...					
	In Total	Visiting Friends/ Relatives	Conven- tion/ Busi- ness	Shop- ping	Personal Business	Restau- rant Dining	Recrea- tion/ Pleasure
	(85484)[1] %	(35214)[1] %	(6608)[1] %	(6953)[1] %	(11255)[1] %	(896)[1] %	(24558)[1] %
ACTIVITIES							
Visit Friends/ Relatives	51	96	21	5	34	19	18
Outdoor/Sporting Activities	22	17	7	1	5	-	48
Sightseeing/ Touring	13	9	10	7	3	-	25
Personal Business	18	10	17	6	90	-	1
Business Conventions	7	2	80	*	1	-	1
Shopping	33	26	30	98	25	9	30
To A Restaurant To Eat	34	26	51	60	35	100	33
On Boat/Rail Tours	3	1	-	1	*	-	7
To Historical Sites	4	4	3	*	1	-	9
Sporting Events	4	1	3	-	*	-	10
Museums/ Galleries	2	1	1	-	1	3	5
Exhibitions/ Fairs/ Special Events	4	2	6	1	1	-	10
Attractions/ Zoos/Amusement Parks	5	2	3	-	2	-	12
Live Theatre/ Dance/Music Concerts	3	2	1	*	*	8	7
Other	9	6	14	1	13	-	11
Any Sports-Related Activity (NET)	24	18	8	1	5	-	54
Any Touring (NET)	14	9	10	7	3	-	29
Any Exhibits/ Sites/ Museums/ Attractions/ (NET)	13	7	10	1	3	3	29

(Source: Detailed Tables, pages 66-5/6)

[1] Projected, in 000's.

17. Activities Engaged In At Main Destination In Ontario By Trip Purpose

The information presented in this section is designed to provide a 'picture' of the elements that comprise trips taken with different main purposes. Does the personal visit include only spending time with friends or relatives? What activities contribute to a "business trip"?

- The Personal Visit

Apart from visiting friends and relatives, these trips may involve restaurant dining (26%), shopping (26%) and participation in outdoor or sporting activities (17%). To a lesser degree, these trips can also entail sightseeing (9%) and the conduct of personal business (10%). Visits to sporting events, museums, attractions and exhibits are, however, comparatively uncharacteristic of the personal visit.

- The Business Trip

Restaurant dining is common to 1-in-2 business trips (51%) and almost 1-in-3 (30%) include some shopping. The business trip extends beyond "business" to encompass visits with friends/relatives (21%), the conduct of personal business (17%) and general sightseeing (10%).

- The Shopping Trip

Apart from commonly including dining at a restaurant (60%), the shopping trip is almost exclusively dedicated to its main purpose. Approximately 1-in-20 of these trips also include spending time with friends or family, sightseeing or personal business.

- The Restaurant Trip

Like a shopping trip, a restaurant dining trip tends to be relatively unidimensional. The trip may involve visits with friends or family (19%), shopping (9%) or attendance at a live theatre, dance or music concert (8%) but does not tend to include any other types of activities[1].

- The Recreation/Pleasure Trip

Ontarians taking recreational or pleasure trips are especially likely to engage in outdoor or sporting activities (48%). They are also inclined to shop (30%), to dine at restaurants (33%), to sightsee or tour (25%), to visit with friends or relatives (18%).

Approximately 1-in-10 such trips include visiting an historical site (9%), attendance at a spectator sporting activity (10%), an exhibition, fair or special event (10%), and/or visiting attractions, zoos, or amusement parks (12%). Comparatively few recreational trips include attendance at live concerts (7%), boat or rail touring (7%), or visits to museums or galleries (5%).

---

[1] It should be noted that the number of trips with restaurant dining as a main purpose is very small within the total sample of trips for which information was collected. In view of this, data concerning activities enjoyed in on these types of trips must be interpreted with caution.

	Pre-Paid Packages On Person Trips	
	In Total	With Main Destination In Ontario
	(97,522)[1] %	(85,484)[1] %
No Pre-Paid Expenses	98	99
Pre-Paid Expenses	2	1
Any Accommodation	2	1
Any Food	1	1
Any Entertainment	1	1
Any Transportation	1	*

(Source: Detailed Tables, pages 107-1, 2)

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[1] Projected, in 000's.

D. EXPENDITURE

18. Pre-Paid Packages On Person Trips

In addition to providing information on the expenditures made while the trip was in progress, Ontarians identified whether they had incurred pre-paid expenses prior to the trip's commencement. In order to qualify as a pre-paid package, at least two expenditure categories had to be included in the pre-paid arrangement[1].

As is evident from the table opposite, very few person trips involve pre-paid packages. Of all person trips taken by Ontarians in 1985, only 1-in-50 included the pre-payment of at least two specific expenditure items.

Only 1-in-100 person trips with an Ontario main destination involve the pre-payment of at least two expenditure items. Not surprisingly, use of pre-paid packages is somewhat more widespread for person trips with main destinations outside the province (9% -- see Detailed Tabulations).

---

[1] Any two of the following qualified as a pre-paid package: accommodation, food, entertainment, Canadian carrier, foreign carrier, auto rental. The amount expended on the pre-paid portion of expenses has been incorporated into the total expenditures, according to prescribed rules. For a discussion of the manner in which expenditure data were assigned and projected, refer to the Technical Appendix.

Expenditures In Ontario By Expenditure Categories

	%	$(Millions)[1]
In Total	100	5,138.2
By Category:		
Automobile	17	849.8
Local Transportation	1	65.9
Canadian Carrier	26	1,312.3
Accommodation	7	336.7
Food/Beverage	20	1,013.5
Recreation/Pleasure	5	255.1
Retail/Other	25	1,304.9

(Source: Detailed Tables, page 111-1)

[1] Projected, in millions.

19. Expenditure In Ontario By Expenditure Categories

Of the $5,138.2 million spent in the province on trips taken by Ontarians in 1985, the single most prominent expense item is transportation. One-quarter of the total expenditures allo- cated to the province was spent on Canadian air, bus, boat or rail fares ($1,312.3 million), while automobile expenses account for $849.8 million, and local transportation (taxis, public transit) account for $65.9 million.

Over the course of the year, travelling Ontarians spent $1,304.9 million on retail/other miscellaneous expenses in Ontario, and only slightly less on food and beverages ($1,013.5 million). Accommodation costs are comparatively low ($336.7 million), no doubt reflecting Ontarians' tendency to stay with friends/relatives, in private cottages, and/or at camp sites when they are travelling within the province. Of the total expenditures in Ontario, one-twentieth, or $255.1 million, was spent on recreation/pleasure related items.

Average Expenditure Per Person Trip By Expenditure Category In Ontario[1]

In Total	$54.52
By Category:	
Automobile	$ 9.02
Local Transportation	$ 0.70
Canadian Carrier	$13.93
Accommodation	$ 3.57
Food/Beverage	$10.76
Recreation/Pleasure	$ 2.71
Retail/Other	$13.84

(Source: Detailed Tables, page 112-1)

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[1] Total Ontario expenditures divided by total person trips with a main destination in Ontario and person trips with a main destination outside the province, so long as money was allocated to Ontario.

20. Average Expenditure In Ontario Per Person Trip By Expenditure Category

The average expenditure for each person trip taken by Ontarians who spent any money in the province during their trip[1] is $54.52.

The average Canadian carrier cost per person trip is almost $14.00, followed by retail/other miscellaneous costs ($13.84), and food/beverage ($10.76). Automobile costs are about nine dollars, on average, while each person trip entails an average accommodation expenditure of just over $3.50. The average recreation/pleasure costs are even lower ($2.71), and the average Ontario expenditure on local transportation is well under one dollar ($0.70).

---

[1] A different method for calculating the average expenditure in Ontario was used in the 1985 tabulations than was employed in the 1982 data. The method used to obtain the figures shown on the facing table is described in detail in the Technical Appendix. This method requires that a person trip be included in the calculation if any money was allocated to Ontario even if the trip did not involve stops or a main destination within the province.

	Expenditures In Ontario By Length Of Stay And Purpose Of Trip	
	%	$(millions)
Total	100	5,138.2
Length Of Stay		
Same Day	30	1,522.6
Overnight	70	3,615.6
Main Purpose Of Trip		
Visiting Friends/ Relatives	34	1,731.5
Business	21	1,054.7
Shopping	11	557.3
Personal Business	10	530.9
Dining At A Restaurant	1	36.7
Recreation/Pleasure	24	1,227.1

(Source: Detailed Tables, pages 111-1/2)

21. Expenditure In Ontario -- By Length Of Stay And Main Purpose Of Trip

Although they account for almost 6-in-10 of all person trips taken by Ontarians in 1985, same day trips generate less than one-third of the travel-generated expenditure within the province. Over the course of the year, same day trips contributed $1,522.6 million whereas those trips that entail at least one night away from home contributed $3,615.6 million.

Trips with a main purpose of visiting friends and relatives generate about one-third of Ontario's travel dollars ($1,731.5 million), whereas those with a main objective of recreation/pleasure contribute approximately one-quarter ($1,227.1 million) and business trips contribute about one-fifth ($1,054.7 million) of these revenues. The contribution made by business travel to Ontario is highlighted when the proportion of person trips[1] with specific purposes is juxtaposed to the amount of money each generates:

	Main Purpose	
	Proportion Of Person-Trips %	Proportion Of Expenditure %
Visiting Friends/Relatives	41	34
Recreation/Pleasure	29	24
Business	8	21
Shopping	8	11
Personal Business	13	10
Dining At A Restaurant	1	1

---

[1] See Section 12 for summary table.

	Overview Of Ontario Residents' Travel In	
	1982 (000's)[1]	1985 (000's)[1]
Household Trips Taken		
Any Destination	48851	54042
To An Ontario Destination	44124	46928
Person Trips Taken		
Any Destination	90200	97522
To An Ontario Destination	81960	85484
Person Nights In Ontario		
Any Destination	82943	85188
Expenditure By Ontarians		
In Ontario	$4,055,848	$5,138,243
Outside Ontario	$1,758,107	$3,052,492

(Source: 1982 Ontario Travel Survey, Volume II, Annual Detailed Tables Prepared by Canadian Facts, pages 20, 21, 22, 23, 104, 105, 107;

1985 Ontario Travel Survey, Prepared by Ruston/Tomany & Associates, Detailed Tabulations, page 48-1, 49-1, 105-1, 112-1, 113-1)

[1] Projected, in 000's.

E. COMPARISON OF KEY FINDINGS -- 1982 AND 1985

22. An Overview Of 1982 And 1985 Findings

In 1982, information on Ontario residents' travel behaviour was collected in the Ontario Travel Survey[1]. The 1985 survey was designed to up-date information generated in the original survey. As such, similar field instruments, procedures, and tabulation specifications were followed in the two studies. Although some differences exist in the manner in which data were collected, tabulated, or weighted, for the most part, direct comparisons between the two data sets can be made. It should be noted, however, that the sample size was considerably larger for the 1982 survey (4312 households) than was the case in 1985 (780 households). The discrepancy in sample sizes makes it appropriate to compare total provincial data only.

It is also important to note that the population of the province has increased between 1982 and 1985, as follows:

Population Estimate Used For Each Survey

	1982	1985	% Increase
Households	3,010,000	3,239,000	7.6

Based on these population estimates, the total number of household and person trips to any destination taken by Ontario residents has not risen at a rate that significantly exceeds the population growth between 1982 and 1985.

---

[1] The study was commissioned by the Ontario Ministry Of Tourism and Recreation and conducted by Canadian Facts.

The data suggest that the most dramatic increase in travel by Ontarians over the three year period is to destinations outside the province (+51%)[1]. The growth in out-of-province travel explains, in part the relative stability in the number of person nights spent within Ontario despite the increase in population. Since the 1982 data covered a recessionary trough in Canada's economy, fewer Ontarians may have travelled to destinations outside the province because of the greater costs involved[2] in these trips than on those within Ontario. By 1985, trips, including overnight stays away from home are more likely to take the traveller, and his/her nights away from home, to destinations outside the provincial boundaries.

The shift from Ontario destination trips to trips outside the province is clearly reflected in the changes experienced by trip expenditures inside and outside the province. Taking inflation into account[3], the average household travel expenditure within Ontario has increased between 1982 and 1985 from $1,347.45 to $1,586.37[4].

---

[1] Total household trips with a main destination outside Ontario in 1982 was 4,727,000 and in 1985 was 7,114,000.

[2] Because the distances are greater, more transportation, accommodation and food/beverage costs may be involved in extra- than in intra-provincial travel.

[3] Inflation compounded at the rate of +5.5% for 1982/83, +4.9% for 1983/84 and +5.1% for 1984/85 (Canadian Tourism Price Index figures).

[4] Statistically significant with a tolerance of ± $15.86.

Over the same time period, however, the rate of increase in travel-related expenditures outside the province is considerably more dramatic[1]. This finding further supports the hypothesis that Ontario residents may, when economic conditions are relatively stable, more commonly extend their travel boundaries to include other provinces and countries.

---

[1] This figure could be influenced by the dramatic decrease in the value of the Canadian dollar relative to the U.S. dollar, but this factor is not sufficient to explain the differential between the two figures since only one-half of non-Ontario trips were destined for the U.S.A.

	Main Destination Of Total Person Trips In...	
	1982	1985
	(90,200)[1]	(97,522)[1]
	%	%
Main Destination		
Ontario (Total)	91	88
Outside Ontario (Total)	9	12
Other Province	4	6
U.S.A.	5	6
Other Country	1	1

(Source: 1982 Ontario Travel Survey, Volume II, Annual Detailed Tables Prepared by Canadian Facts, page 23;

1985 Ontario Travel Survey, Prepared by Ruston/Tomany & Associates, Detailed Tabulations, page 49-1)

[1] Projected, in 000's.

23. Main Destination Of Person Trips -- 1982 To 1985

Of all person trips taken by Ontario residents, the vast majority continue to have a main destination within the province's borders. While the number of person trips to destinations outside Ontario has increased significantly between 1982 and 1985, these trips still account for a relatively low proportion (12%) of all trips taken by Ontarians.

	Main Destination Of Total Person Trips In Ontario In...	
	1982	1985
	(81,960)[1] %	(85,484)[1] %
Main Destination		
Southwestern	13	12
Festival Country	19	21
Georgian Lakelands	13	12
Metro Toronto	17	16
Central Ontario	17	18
Ontario East	12	13
Ontario North	10	9

(Source: 1982 Ontario Travel Survey, Volume II, Annual Detailed Tables Prepared by Canadian Facts, page 77;

1985 Ontario Travel Survey, Prepared by Ruston/ Tomany & Associates, Detailed Tabulations, page 47-1)

[1] Projected, in 000's.

24. Main Destination Of Person Trips In Ontario -- 1982 To 1985

As mentioned previously, Ontario residents' travel patterns have changed over time in their out-of-province characteristics whereas travel within the province has remained comparatively stable. The facing table clearly exemplifies this stability -- Ontarians are travelling to destinations within the seven tourism regions to the same extent in 1985 as they were in 1982.

	Region Of Origin Of Total Person Trips In Ontario[1] In...	
	1982	1985
	(81,960)[2] %	(85,484)[2] %
Region Of Origin		
Southwestern	12	14
Festival Country	24	20
Georgian Lakelands	7	7
Metro Toronto	22	24
Central Ontario	15	16
Ontario East	11	13
Ontario North	8	7

(Source: 1982 Ontario Travel Survey, Volume II, Annual Detailed Tables Prepared by Canadian Facts, page 79;

1985 Ontario Travel Survey Prepared by Ruston/Tomany & Associates, Detailed Tabulations, page 47-1)

[1] With a main destination within the province.

[2] Projected, in 000's.

25. Region Of Origin Of Person Trips In Ontario -- 1982 To 1985

Between 1982 and 1985, no one region has experienced a significant change in the proportion of Ontario-destined trips that originate within its boundaries.

	Length Of Stay For Person Trips In Ontario In...	
	1982	1985
	(81,960)[1] %	(85,484)[1] %
Same Day	65	63
Overnight (Total)	35	37
1 - 3 Nights	29	30
4 - 9 Nights	5	6
10 - 16 Nights	1	1
17 Nights Or More	*	*
Average Number Of Nights Away	0.99	0.96

(Source: 1982 Ontario Travel Survey, Volume II, Annual Detailed Tables Prepared by Canadian Facts, page 79;

1985 Ontario Travel Survey, Prepared by Ruston/ Tomany & Associates, Detailed Tabulations, page 86-1)

[1] Projected, in 000's.

*Less than 0.5%.

26. Length Of Stay For Person Trips In Ontario -- 1982 To 1985

There have been no changes in the proportion of trips with a main destination within Ontario that began and were completed during the same day or which entailed nights spent away from the permanent residence. Similarly, overnight trips are as likely in 1985 as they were in 1982 to be relatively short (one to three nights away), with the average number of nights away (for all person trips with a main destination in the province) continuing to approach one.

Average Party Size For Ontario Household Trips...

In...	Same Day		Over-Night
1982 (28,491) #	1.88	(15,632)#	1.83
1985 (29,467) #	1.79	(17,461)#	1.69

(Source: 1982 Ontario Travel Survey, Volume II, Annual Detailed Tables Prepared by Canadian Facts, page 109;

1985 Ontario Travel Survey, Prepared by Ruston/Tomany & Associates, Detailed Tabulations, pages 99-1, 100-1)

Distance Travelled On Person Trips To...

	Any Destination In...		An Ontario Destination In...	
	1982	1985	1982	1985
	(90,200)[1] %	(97,522)[1] %	(81,960)[1] %	(85,484)[8] %
40-79 km (25-49 mi.)	38	35	41	38
80-159 km (50-99 mi.)	31	32	33	35
160-320 km (100-199 mi.)	19	19	19	20
321-804 km (200-499 mi)	8	8	7	7
805-1609 km (500-999 mi.)	2	2	1	1
1610 km Or More (1000 + mi.)	3	4	*	-

(Source: 1982 Ontario Travel Survey, Volume II, Annual Detailed Tables Prepared by Canadian Facts, page 87;

1985 Ontario Travel Survey, Prepared by Ruston/Tomany & Associates, Detailed Tabulations, page 92-1)

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[1] Projected, in 000's.

27. Party Size And Distance Travelled -- 1982 To 1985

When the average party size for household trips with a main destination in Ontario is compared for 1982 and 1985 it is clear that the number of participants in same day and overnight trips has remained relatively consistant.

No significant changes have occurred over time in the proportion of person trips that take the traveller various distances from home. As in 1982, the vast majority of 1985 trips are to locations within 159 km (100 miles) of the permanent residence.

	Main Purpose Of Trip For Person Trips (Ontario As Main Destination) In...	
	1982	1985
	(81,960)[1] %	(85,484)[1] %
Visiting Friends/ Relatives	36	41
Convention	2	2
Other Business	7	6
Shopping	9	8
Personal Business	12	13
Dining At A Restaurant	N/A	1
Recreation/Pleasure	35	29

(Source: 1982 Ontario Travel Survey, Volume II, Annual Detailed Tables Prepared by Canadian Facts, page 116;

1985 Ontario Travel Survey, Prepared by Ruston/ Tomany & Associates, Detailed Tabulations, page 54-1)

[1] Projected, in 000's.

28. Main Purpose Of Ontario Person Trips -- 1982 To 1985

Over the three years between surveys, shifts in the stated main purpose of trips to Ontario destinations are relatively minor.

Dining at a restaurant was introduced as a new purpose category in 1985, and constitutes a trip motivation for only 1-in-100 person trips.

	Accommodation Type In Ontario For Person Nights In...	
	1982	1985
	(82,943)[1] %	(85,188)[1] %
Hotel/Motor Hotel	6	6
Motel	3	3
Resort Lodge	2	2
Commercial Cottage/ Cabin	3	1
Camping/Trailer Park	14	14
Outfitter/Outpost	1	*
Private Cottage	26	15
Friends/Relatives	46	58
Marina/Unorganized Anchorage/Other	N/A	1

(Source: 1982 Ontario Travel Survey, Volume II, Annual Detailed Tables Prepared by Canadian Facts, page 107;

1985 Ontario Travel Survey, Prepared by Ruston/Tomany & Associates, Detailed Tabulations; derived from pages 95-1)

[1] Projected, in 000's.

*Less than 0.5%.

29. Accommodation Type Used -- 1982 To 1985

Accommodation types utilized on Ontario person trips are relatively stable across the three year period. There are, however, indications that:

- accommodation with friends/relatives is more common in 1985 than it was in 1982, reflecting the slight increase in trips with a main purpose of "visiting friends/ relatives"; and
- utilization of private cottages has eroded marginally over the three year period.

	Expenditure By Ontarians In Ontario In...			
	1982		1985	
	%	$(Millions)[1]	%	$(Millions)[1]
In Total	100	4,055.8	100	5,138.2
By Category:				
Automobile	20	798.6	17	849.8
Local Transportation	*	14.0	1	65.9
Canadian Carrier	20	818.7	26	1,312.3
Accommodation	7	289.3	7	336.7
Food/Beverage	23	934.5	20	1,013.5
Recreation/Pleasure	7	285.1	5	255.1
Retail/Other	23	915.7	25	1,304.9

(Source: 1982 Ontario Travel Survey, Volume II, Annual Detailed Tables Prepared by Canadian Facts, page 104;

1985 Ontario Travel Survey, Prepared By Ruston/Tomany & Associates, Detailed Tabulations, page 111-1)

*Less than 0.5%.

[1] Projected, in millions.

30. Expenditure In Ontario -- 1982 To 1985

The facing table provides information on the proportion and amount of money Ontario residents spent on travel-related expenses in the province[1] in 1982 and 1985.

Proportionately, the figures for 1982 and 1985 do not vary substantively, although in the more recent travel year, Ontarians are apt to have spent more money on Canadian carriers (air, bus, boat, rail) than they did previously, and to have incurred relatively lower automobile expenses. The shift of dollars from personal transportation to commercial carriers may be a function of the improved economic climate of 1985 relative to 1982.

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[1] See Appendix C for the analagous summary table for expenditure outside Ontario.

	Composition Of Households...		
	In Total	Which Took...During Any Period	
		Any Trips	No Trips
	(3,239)[1] %	(2,295)[1] %	(944)[1] %
Adults Only	63	62	65
With Children/ Teenagers	37	38	35
Teenagers (15 To 17 Years)	10	10	11
Children (6 To 14 Years)	21	22	21
Young Children (Under 6 Years)	18	19	15

(Source: Detailed Tables, pages 35-1)

Projected, in 000's.

F. DEMOGRAPHIC CHARACTERISTICS OF TRAVELLING/NON-TRAVELLING HOUSEHOLDS

31. Composition Of Travelling/Non-Travelling Households[1]

Most Ontario households are adult-only units (63%). More households include members who are between 6 and 14 years of age (21%) and young children (under 6 years -- 18%) than have teenagers between 15 and 17 years (10%)[2].

The composition of travelling and non-travelling households is essentially identical to that of the provincial profile.

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[1] Travelling household data are based on diary completers who took at least one qualifying trip over the two month diary period. Non-travelling households' figures derive from diary completers who took no qualifying trips over the two month diary period. For a comparison of the sample of diary acceptors/non-acceptors, see the Appendix to this report.

[2] This finding is likely a result of the different number of years included in the three age groups.

	Age And Sex In Households...		
		Which Took...During Any Period	
	In Total	Any Trips	No Trips
	(3,239)[1] %	(2,295)[1] %	(944)[1] %
Households With Members Aged...			
Under 15 Years	33	34	31
15-19 Years	17	17	17
20-24 Years	16	17	13
25-34 Years	32	34	27
35-44 Years	24	26	19
45-54 Years	20	22	15
55-64 Years	21	18	28
65 Years Or More	21	18	30
Households With Members Who Are...			
Males (15 Years Or More)	76	78	72
Females (15 Years Or More)	92	92	93

(Source: Detailed Tables, pages 34-1/2)

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[1] Projected, in 000's.

32. Age And Sex Of Household Members -- Travelling/Non-Travelling Households

The presence of household members in various age cohorts differs somewhat from the Ontario pattern when examined within travellng and non-travelling households.

Specifically, travelling households are distinguished from their non-travelling counterparts by their relative youthfulness. Compared to non-travelling households, those which took trips in 1985 are:

- more apt to have members in the 25-54 year old age ranges; and
- less likely to include members in the 55 years or over age groups.

Three-quarters of all Ontario households include a male adult (15 years or more), and more than 9-in-10 (92%) include at least one female in this age group. There is no substantive difference between travelling and non-travelling households in terms of the presence of males and/or females in the household.

	Region Of Origin Of Households...		
		Which Took...During Any Period	
	In Total	Any Trips	No Trips
	(3,239)[1] %	(2,295)[1] %	(944)[1] %
Travel Association Region			
Southwestern	13	13	12
Festival Country	19	19	17
Georgian Lakelands	6	6	5
Metro Toronto	30	27	38
Central Ontario	11	12	8
Ontario East	13	14	12
Ontario North	9	9	8

(Source: Detailed Tables, page 36-1)

[1] Projected, in 000's.

33. Region Of Origin Of Travelling/Non-Travelling Households

Generally speaking, the origin of travelling and non-travelling households parallels the household distribution for the province as a whole.

At the same time, the data suggest that Metropolitan Toronto households are somewhat over-represented among non-travelling households (38%) relative to travelling units (27%). This finding is, in part, a function of the fact that residents of the Metropolitan Toronto tourism region were not allowed to include trips that met the distance (40 km one way) and purpose criteria but which commenced and ended within the boundaries of the Toronto CMA. No similar geographic restriction was imposed on households in other regions.

	Labour Force Participation And Education Level In Households...		
	In Total	Which Took...During Any Period	
		Any Trips	No Trips
	(3,239)[1]	(2,295)[1]	(944)[1]
	%	%	%
Household Members That Are...			
Employed Full-Time[2]	68	74	52
Employed Part-Time[3]	17	19	11
Not Employed (Total)	62	58	72
Student	18	17	18
Unemployed	6	5	8
Homemaker Only	30	30	31
Retired/Pensioned	23	18	36
Not Stated	3	2	5
Households With Members With Highest Education Level Of...			
Public/Elementary School	16	13	24
Secondary/High School	69	67	74
Post-Secondary	25	30	15
University	26	31	15
Not Stated	2	1	4

(Source: Detailed Tables, pages 37-1/2)

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[1] Projected, in 000's.

[2] 30 or more hours per week.

[3] Less than 30 hours per week.

34. Labour Force Participation And Education For Travelling/Non-Travelling Households

Most Ontario households (68%) contain at least one fully employed member and a similar proportion contain at least one individual who does not participate in the labour force (62%). The presence of students (18%) and retirees (23%) is characteristic of about 2-in-10 Ontario households while 3-in-10 include women engaged in work solely within the home.

More than two-thirds of the Province's households contain a member with a secondary education (69%) and one-quarter include member(s) with post-secondary education (25%) or university (26%). The presence of household members with an education level that does not exceed elementary school is characteristic of about 1-in-7 households (16%).

Compared to this profile, travelling households are slightly more apt to support members who are engaged in the labour force (74%), and who have acquired post-secondary (30%) or university (31%) education.

In contrast, and consistent with the tendency to include older members (55 years of age or more), non-travelling households are distinguished from their travelling counterparts by:

- inclusion of labour force non-participants (72%);
- their propensity to include retirees; and
- the absence of members with post-secondary (15%) or university education (15%).

	Household Income In Households...		
		Which Took...During Any Period	
	In Total	Any Trips	No Trips
	(3,239)[1] %	(2,295)[1] %	(944)[1] %
Less Than $12,000	13	10	20
$12,000 - $17,999	11	9	15
$18,000 - $23,999	15	14	16
$24,000 - $29,999	12	13	11
$30,000 - $39,999	13	14	8
$40,000 And Over	25	28	18
Refused	8	8	7
Don't Know	5	4	6

(Source: Detailed Tables, page 39-1)

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[1] Projected, in 000's.

35. Household Income In Travelling/Non-Travelling Households

More than 1-in-2 Ontario households have an annual income[1], before taxes, of less than $30,000 (51%). These households are almost evenly divided between those with incomes of less than $18,000 and those with incomes in the $18,000 to $29,999 range. An annual household income of $30,000 to $39,999 is characteristic of about 1-in-8 (13%) households while about twice this proportion, or 1-in-4 households, have an income of $40,000 or more.

In light of the differences in labour force participation/education levels between travelling and non-travelling households, it is not surprising to find a corresponding income differential. Compared to travelling households, those that did not take a qualifying trip in 1985 are:

- slightly over-represented at the low end of the income spectrum (under $18,000 -- 35%); and
- marginally under-represented at the upper end of the spectrum ($30,000 or more -- 26%).

---

[1] 1984 total income or earnings before taxes from all sources for all household members resident at the permanent address added together.

	Occupation Of Chief Wage Earner In Households...		
	In Total	Which Took...During Any Period	
		Any Trips	No Trips
	(3,239)[1] %	(2,295)[1] %	(944)[1] %
Professional	11	15	3
Executive/Manager/ Owner	16	18	12
Sales	5	5	4
Clerical/Other White Collar	11	13	8
Skilled Labour	16	15	17
Unskilled Labour	10	8	15
Farmer	1	1	-
Homemaker Only	5	4	7
Pensioned/Retired	19	15	29
Student	3	3	3
Unemployed	3	3	2
Not Stated	1	*	1

(Source: Detailed Tables, pages 38-1/2)

[1] Projected, in 000's.

*Less than 0.5%.

36. Occupation Of The Chief Wage Earner In Travelling/Non-Travelling Households

In more than 1-in-4 Ontario households, the chief wage earner is employed in a professional (11%) or executive/managerial/owner (16%) capacity. A similar proportion of chief wage earners work in either clerical/other white collar (11%) or skilled labour (16%) positions, 1-in-10 are unskilled labourers (10%), and 1-in-20 are involved in sales (5%) or are homemakers (5%). In 1-in-5 households, the chief wage earner is retired (19%).

The occupation differences evident between travelling and non-travelling households are quite consistent with the age, labour force participation and income differences discussed previously. Compared to travelling households, the chief wage earner in non-travelling units in Ontario is:

- less likely to be a professional or executive/manager/owner; and

- more apt to have retired.

APPENDICES

A. CHARACTERISTICS OF SURVEY PARTICIPANTS/NON-PARTICIPANTS

B. REGIONAL CLASS OF STATISTICS AND FINDINGS

C. ADDITIONAL 1982/1985 COMPARISONS

D. TECHNICAL APPENDIX

TRIP RECORD FORM (DIARY)

QUESTIONNAIRES

- SCREENING QUESTIONNAIRE
- HOUSEHOLD QUESTIONNAIRE
- FIRST, SECOND, THIRD TELEPHONE CALLBACK QUESTIONNAIRES

APPENDIX A

CHARACTERISTICS OF SURVEY PARTICIPANTS/NON-PARTICIPANTS

The extent to which households which participated in the 1985 Ontario Travel Survey Up-Date are similar to, or different than those that were contacted[1] but did not elect to complete the diary[2] is described in the summary tables that follow[3]. The key distinctions between these groups are highlighted below.

- Non-completers are less apt than those who provided trip diary information to live in two person households but are significantly more likely to live in large households (with four or more members 15 years of age or over).

- Households with children under 15 years of age and especially those under six years of age are less common among non-completers than among completers.

- The comparative absence of young children (under 6 years) in the households of non-completers is likely a function of the age of adult members of these households. The average number of adults in the 35 years or more age group is higher for non-completer households (35-54 years -- .82; 55 years or more -- .66) than it is for completer households (35-55 years -- .72); 55 years

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[1] Completed screening and household questionnaires.

[2] Combined total of those who did not accept a trip diary at the installation interview (175) and those who accepted but did not return the completed trip diary (88).

[3] Tables are based on an unweighted, non-projected tabulation for the data collected in the survey.

or more -- .52). Correspondingly, more household members in the 18-34 year age range are present, on average, in completer (.93) than in non-completer (.80) households.

- The different age and family composition characteristics of completer/non-completer households are reflected, to some extent, in the occupation of the chief wage earners in each group. Because they are somewhat "older households", non-completers are more apt to have a retired/pensioned chief wage earner (21%) than are completers (15%).

- Completer households generally tend to be more "up scale" in terms of their occupation and income than are non-completer households.

  Specifically, more than 1-in-4 chief wage earners in completer households (27%) are employed in professional/executive/managerial positions and more than 1-in-3 (39%) claim to have an annual household income of at least $30,000. In contrast, 1-in-5 non-completer households are headed by a professional, executive or manager/owner (20%) and approximately 1-in-4 (26%) are in the $30,000 or more income groups.

- Non-completer household are more likely to have taken no trips that entailed an overnight stay in the month prior to the interview[1] (71%) than is the case among completer households (61%).

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[1] Household representatives were asked to indicate whether any members of the household 15 years of age or over had taken a trip which involved an overnight stay during the one month period preceding the interview. If any such trips were acknowledged, the number of such trips was obtained as well as details of the one, two or three most recent overnight trips.

Household Composition By Sex And Age In Households...

	In Total (1043) %	Which Are... Diary Completers (780) %	Non-Completers (263) %
Males 15-17 Years			
None	93	93	92
One	7	6	8
Two Or More	1	1	*
Males 18-34 Years			
None	61	59	67
One	34	37	27
Two Or More	5	4	7
Males 35-54 Years			
None	63	64	57
One	37	36	41
Two Or More	*	*	1
Males 55 Years Or More			
None	76	77	72
One	24	23	28
Two Or More	*	*	*
Females 15-17 Years			
None	92	92	93
One	8	8	7
Two Or More	*	*	-
Females 18-34 Years			
None	58	56	64
One	39	41	32
Two Or More	3	3	4
Females 35-54 Years			
None	63	64	62
One	37	36	38
Two Or More	*	*	-
Females 55 Years Or More			
None	70	73	64
One	29	26	35
Two Or More	1	1	1

(Source: Detailed Tables, pages 15-1 To 22-1
Household Data, Unweighted)

*Less than 0.5%

	Number Of Household Members 15 Years Or Over In Households...		
		Which Are...	
	In Total (1043) %	Diary Completers (780) %	Non-Completers (263) %
One	14	13	17
Two	56	59	46
Three	18	17	19
Four Or More	13	11	18
AVERAGE	2.4	2.3	2.4

(Source: Detailed Tables, page 3-1/2 Household Data, Unweighted)

	Children In Various Age Groups In Households...		
		Which Are...	
	In Total (1043) %	Diary Completers (780) %	Non-Completers (263) %
Children Under 15 Years			
Yes	41	42	35
No	59	58	65
Children 6-14 Years			
None	72	72	72
One	15	15	15
Two	11	11	11
Three Or More	3	3	2
Children Under 6 Years			
None	80	77	89
One	11	13	6
Two	7	8	5
Three Or More	2	2	1

(Source: Detailed Tables, pages 9-1/11-1 Household Data, Unweighted)

	Average Number Of Household Members In Various Age Groups In Households...		
		Which Are...	
	In Total (1043) #	Diary Completers (780) #	Non-Completers (263) #
15-17 Years	.15	.15	.16
18-34 Years	.90	.93	.80
35-54 Years	.75	.72	.82
55 Years Or More	.55	.52	.66

(Source: Detailed Tables, pages 23-1/26-1 Household Data, Unweighted)

	Occupation Of Chief Wage Earner In Households...		
		Which Are...	
	In Total (1043) %	Diary Completers (780) %	Non-Completers (263) %
Professional	10	11	6
Executive/Manager/ Owner	15	16	14
Sales	6	6	4
Clerical/Other White Collar	9	11	6
Skilled Labour	20	20	18
Unskilled Labour	14	12	18
Farmer	2	1	2
Homemaker Only	4	3	7
Pensioned/Retired	17	15	21
Student	1	2	1
Unemployed	1	2	1
Refused	1	1	2

(Source: Detailed Tables, pages 27-1/2 Household Data, Unweighted)

	Household Income In Households...		
		Which Are...	
	In Total (1043) %	Diary Completers (780) %	Non-Completers (263) %
Less Than $12,000	12	11	17
$12,000 - $17,999	10	12	7
$18,000 - $23,999	13	14	8
$24,000 - $29,999	12	13	7
$30,000 - $39,999	13	14	10
$40,000 And Over	22	25	16
Refused	12	8	23
Don't Know	6	4	13

(Source: Detailed Tables, page 28-1 Household Data, Unweighted)

	Number Of Overnight Trips By Household Members 15 Years Or More In Past Month Among Households...		
		Which Are...	
	In Total (1043) %	Diary Completers (780) %	Non-Completers (263) %
None	63	61	71
One	22	23	18
Two	9	10	5
Three Or More	6	7	5
AVERAGE	0.7	0.7	0.6

(Source: Detailed Tables, pages 4-1/2 Household Data, Unweighted)

	Distance Travelled On Most Recent Overnight Trip (Past Month) Among Households...		
		Which Are...	
	In Total (1043) %	Diary Completers (780) %	Non-Completers (263) %
Less Than 25 Miles/ 40 Km.	1	1	-
25-49 Miles/40 To 79 Km.	3	3	3
50-99 Miles/80 To 159 Km.	5	6	4
100 Miles/160 Km. And Over	28	30	22
Did Not Take Overnight Trip In Past Month	63	61	71

(Source: Detailed Tables, page 5-1 Household Data, Unweighted)

	Main Purpose Of Most Recent Overnight Trip (Past Month) Among Households...		
		Which Are...	
	In Total (1043) %	Diary Completers (780) %	Non-Completers (263) %
Work	5	5	3
Sales/Crew	1	1	*
Other	4	4	3
Other	32	34	26
Did Not Take Overnight Trip In Past Month	63	61	71

(Source: Detailed Tables, page 6-1 Household Data, Unweighted)

*Less than 0.5%.

Statistics Canada Classes[1] Of Statistics For Person Trips By...

	Origin... Any Destination	Ontario Main Destination	Destination In Ontario
Tourism Regions			
Southwestern	F	F	C
Festival Country	F	G	F
Georgian Lakelands	F	F	H
Metro Toronto	A	C	C
Central Ontario	F	F	G
Ontario East	D	D	C
Ontario North	F	F	H
Administrative Regions			
Region 1 - Southwest	C	D	E
Region 2 - Central	D	E	D
Region 3 - Eastern	E	E	G
Region 4 - Northeast	F	F	H
Region 5 - Northwest	J	H	J

---

[1] See page 46 of Technical Appendix for a discussion of Classes of Statistics. The following are Statistics Canada's definitions.

A = .0 - .59
B = .6 - 1.0
C = 1.1 - 2.5
D = 2.6 - 5.0
E = 5.1 - 10.0
F = 10.1 - 16.5
G = 16.6 - 25.0
H = 25.1 - 33.3
J = 33.4+ Unpublishable

APPENDIX B

REGIONAL FINDINGS

INTRODUCTION

In this Appendix, limited analysis of weighted projected data is presented for Ontario's seven Tourism Regions and five Administrative Regions[1]. The 1985 Ontario Travel Survey was designed to yield reliable province-wide data, but was not intended to generate reliable regional sub-analysis. Thus, the information presented in the following pages must be interpreted with extreme caution.

On the facing page, a chart of Statistics Canada Classifications for specific regional information is provided.

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[1] See Technical Appendix for region definitions and boundaries.

Main Destination Of Person Trips By Ontario Residents...

That Originated In...Tourism Region

Main Destination	In Total (97522)[1] %	South-western (12705)[1] %	Festival Country (19616)[1] %	Georgian Lake-lands (5878)[1] %	Metro Toronto (24018)[1] %	Central Ontario (14163)[1] %	Ontario East (14343)[1] %	Ontario North (6798)[1] %
Ontario (Total)	88	92	89	98	86	93	76	88
Outside Ontario (Total)	12	8	12	3	14	7	24	12
Other Province	6	2	3	1	7	1	20	3
U.S.A.	6	5	9	1	6	5	4	7
Other Country	1	1	*	1	1	–	*	1

(Source: Detailed Tables, page 49-1)

[1] Projected, in 000's.

*Less than 0.5%.

B.1. Main Destination Of Person Trips By Origin

Most person trips taken by Ontario residents had a main destination within the Province. Of the 97,522,000 person trips taken, almost 9-in-10 (85,484,000) had an Ontario main destination, just over 1-in-20 were to another province in Canada (5,886,000) and a similar proportion were to the United States (5,448,000 -- 6%). Comparatively few trips were taken to a country other than Canada or the U.S.A. (704,000 -- 1%).

When trip data are evaluated by the place of origin, certain variations are evident. Compared with other regions, trips originating in Ontario East are least likely to have main destinations within the province (76%) and are especially likely to involve travel to another province within Canada (20%). There is also directional evidence to suggest that person trips beginning in the Georgian Lakelands are less likely to have a main destination outside Ontario than is the case for trips originating in any other tourism region.

Inter/Intra Regional Travel -- Ontario Person Trips By Ontario Residents....

With A Main Destination In Tourism Region...

	In Total	South-western	Festival Country	Georgian Lake-lands	Metro Toronto	Central Ontario	Ontario East	Ontario North
	(85484)[1] %	(10413)[1] %	(17542)[1] %	(9970)[1] %	(13704)[1] %	(15255)[1] %	(11262)[1] %	(7338)[1] %
ORIGIN								
South-western	14	68	12	6	8	3	3	*
Festival Country	20	18	40	13	33	5	3	20
Georgian Lakelands	7	3	7	21	11	3	1	3
Metro Toronto	24	5	31	49	21	38	5	5
Central Ontario	16	3	8	9	19	41	15	-
Ontario East	13	*	2	2	6	9	73	1
Ontario North	7	3	1	1	2	*	*	71

(Source: Detailed Tables, page 47-1)

[1] Projected, in 000's.

*Less than 0.5%.

B.2-a) Inter-Intra Regional Travel -- Ontario's Tourism Regions

The facing table describes the "source" of person trips destined to locations in Ontario in total and by region. Thus, it provides information on the extensiveness of intra-regional and inter-regional travel in the province.

Not surprisingly, a sizeable proportion of person trips destined to a particular region originate in that region. Intra-regional travel is most highly concentrated in the following tourism regions:

Southwestern	68%
Ontario East	73%
Ontario North	71%

Conversely, regions least likely to generate trips within their own boundaries include:

Metropolitan Toronto	21%
Georgian Lakelands	21%
Festival Country	40%
Central Ontario	41%

- The Southwestern Region

Two-thirds of the trips destined for the Southwestern region originate in this same region (68%). The other primary source of person trips with a main destination in the Southwestern region is Festival Country. Almost one-fifth of the person trips with a main destination in Southwestern originate in Festival Country (18%).

- Festival Country

Festival Country is about as successful in attracting travellers from Metropolitan Toronto (31%) as it is in generating trips that begin and have a main destination within the region's own boundaries (40%). Approximately 1-in-10 person trips with a main destination in Festival Country originate in the Southwestern region (12%), Central Ontario (8%) or Georgian Lakelands (7%).

- Georgian Lakelands

Person trips with a main destination in Georgian Lakelands appear to be more likely to originate in Metropolitan Toronto (49%) than they are to derive from locations within the Georgian Lakelands region (21%). Presumably the high concentration of cottage/resort facilities in this region contributes to the prominence of the Metropolitan Toronto region as a "source" of visitors to the region.

Approximately 1-in-10 of the person trips destined to a location within Georgian Lakelands originate in Festival Country (13%), Central Ontario (9%) or the Southwestern region (6%).

- Metropolitan Toronto

Measurable[1] intra-regional travel in the Metropolitan Toronto region is fairly limited with 1-in-5 trips with a main destination in this region having an origin within its boundaries.

---

[1] It should be noted that trips which met the minimum distance requirement (40 km one way) but which started and ended in the Metropolitan Toronto CMA were excluded from the survey. The boundaries of the Metropolitan Toronto tourism region extend beyond the CMA. thus allowing the possibility of some intra-regional travel within this region.

Festival Country is a prominent contributor of person trips to Metropolitan Toronto, with one-third of all trips destined to the metropolitan area originating in this region.. Central Ontario also generates visitors to the Toronto area (19%), as do Georgian Lakelands (11%), the Southwestern region (8%), and Ontario East (6%).

- Central Ontario

Person trips with a main destination within the Central Ontario tourism region are as likely to originate within the region itself (41%) as they are to originate in Metropolitan Toronto (38%). Almost 1-in-10 trips to this region commence at a location in Ontario East (9%), whereas no other region accounts for more than 1-in-20 trips with a main destination in Central Ontario.

- Ontario East

As stated previously, intra-regional travel is especially characteristics of Ontario East. More than 7-in-10 person trips with a main destination in this region originate here (73%). The only other region that makes a contribution in excess of 1-in-20 person trips is Central Ontario (15%).

- Ontario North

Like Ontario East, intra-regional travel is particularly common in Ontario North (71%). Festival Country is the single most common "supplier" of inter-regional person trips to this region (20%).

Inter/Intra Regional Travel -- Ontario Person Stops By Ontario Residents...

With A Stop In Tourism Region...

ORIGIN	Southwestern (10823)[2] %	Festival Country (17547)[2] %	Georgian Lakelands (10351)[2] %	Metro Toronto (14770)[2] %	Central Ontario (15317)[2] %	Ontario East (11600)[2] %	Ontario North (7472)[2] %
Southwestern	66	14	7	9	4	3	1
Festival Country	17	40	13	32	5	3	20
Georgian Lakelands	3	7	20	10	3	1	3
Metro Toronto	5	30	47	22	37	5	5
Central Ontario	6	8	9	19	41	15	-
Ontario East	*	2	2	6	10	72	1
Ontario North	3	1	2	4	*	1	70

(Source: Detailed Tables, page 121-1)

[1] Person stops are same day person trips and overnight person visits.

[2] Projected, in 000's.

*Less than 0.5%.

B.2-b) Person Stops In Ontario -- By Tourism Region Of Stop

Person stops are a combination of overnight person visits and same day person trips. As such, a "stop" is a measure of the volume of visitation a region[1] receives.

Slightly more of Ontario residents' stops in the province were made in Festival Country, Metropolitan Toronto and Central Ontario than were made in Georgian Lakelands, the Southwestern region, Ontario East or the North, as follows:

Higher Volume Regions	
Festival Country	17,547,000
Metropolitan Toronto	14,770,000
Central Ontario	15,317,000
Lower Volume Regions	
Southwestern	10,823,000
Georgian Lakelands	10,351,000
Ontario East	11,600,000
Ontario North	7,472,000

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[1] The region is the main destination for same day trips and any region in which an overnight visit was made. If a person spends a night in each of two regions in Ontario, each region would be counted as a "stop".

The patterns of intra- and inter-regional travel described in the preceding section for person trips with main destinations within each region are repeated, almost exactly when the data are examined by person stops within the province (for a discussion of these variations, see section B.2-a).

Inter/Intra Regional Travel -- Main Destination Of Ontario Person Trips By Ontario Residents...

	In Total	With A Main Destination In Administrative Region... 1	2	3	4	5
	(85484)[1] %	(15662)[1] %	(42689)[1] %	(19818)[1] %	(6033)[1] %	(1282)[1] %
ORIGIN						
Region 1	22	66	17	3	3	-
Region 2	53	31	75	35	23	42
Region 3	18	2	7	61	1	-
Region 4	6	2	1	*	74	7
Region 5	1	-	*	-	-	51

(Source: Detailed Tables, pages 47-1/2)

*Less than 0.5%.

[1] Projected, in 000's.

B.3-a)Inter-Intra Regional Travel -- Ontario's Administrative Regions

Ontario's five Administrative Regions encompass the entire province but divide it into larger geographical areas[1] than is the case for the tourism regions. Regions 1 (Southwest) and 3 (Eastern) each account for approximately one-fifth of the person trips with an Ontario main destination taken in 1985, while about one-half (53%) derive from residents of Region 2 (Central). Region 4 (Northeast), on the other hand, is the source of just over 1-in-20 such trips. The extreme northwestern districts in Ontario (Region 5 -- Northwest) are the place of origin for only 1-in-100 person trips destined to sites within the province.

Person trips with a main destination within Region 1 (Southwest) derive almost exclusively from the 'home' region (66%) or from the adjacent counties that comprise Region 2 (Central -- 31%).

Person trips with a Region 2 (Central) main destination are even more likely to begin and end within the administrative unit than is the case for person trips destined to Region 1 (Southwest). Of all trips that culminate in Region 2 (Central), 3-in-4 originate in this same region. About 1-in-6 begin in Region 1 (Southwest -- 17%), while fewer than 1-in-10 originate in Region 3 (Eastern -- 7%).

Like Regions 1 (Southwest) and 2 (Central), intra-regional travel predominates in Regions 3 (Eastern) and 4 (Northeast). Approximately 6-in-10 person trips with a main destination in Region 3 (Eastern) originate within the counties that constitute

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[1] See the Technical Appendix for a description of the boundaries of the five administrative regions.

this administrative unit, and almost 3-in-4 of all person trips destined to Region 4 (Northeast) originate with its boundaries (74%). In light of the fact that Region 2 (Central) includes Metropolitan Toronto, it is not surprising that this region is the single largest "outside contributor" of person trips with a main destination in Region 3 (Eastern -- 35%) and Region 4 (Northeast -- 23%).

Intra-regional travel is least characteristic of Region 5 (Northwest). About 1-in-2 person trips with a main destination within the districts that comprise this region also originate within the region's boundaries (51%). Almost all remaining trips to this region originate in Region 2 (Central -- 42%).

Inter/Intra Regional Travel -- Ontario
Person Stops[1] By Ontario Residents...

With A Stop In Administrative Region...

	1	2	3	4	5
	(16350)[2] %	(43091)[2] %	(20357)[2] %	(6125)[2] %	(1323)[2] %
ORIGIN					
Region 1	65	18	4	5	-
Region 2	31	74	35	22	44
Region 3	2	7	61	1	-
Region 4	2	1	1	73	7
Region 5	*	*	-	1	49

(Source: Detailed Tables, pages 121-1/2)

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[1] Person stops are same day person trips and overnight person visits. N.B. The sum total of stops in the five Administrative Regions is not comparable to the sum total of stops in the seven Travel Regions since the geographic boundaries of the two types of regions differ.

[2] Projected, in 000's.

*Less than 0.5%.

B.3-b) Person Stops In Ontario -- By Administrative Region Of Stop

When all same day person trips and overnight person visits to the five Administrative Regions are combined, it is clear that the greatest volume of visitation accrues to Administrative Region 2 (Central 43,091,000), followed by Regions 3 (Eastern 20,357,000) and 1 (Southwest 16,350,000). Regions 4 (Northeast) and 5 (Northwest) are the recipients of the least person stops (Region 4 -- 6,125,000; Region 5 -- 1,323,000).

The variations in intra- and inter-regional travel described in Section B.3-a) for person trips with main destinations in the five Administrative Regions are virtually identical to those evident on the facing table for person stops.

Length Of Stay For Person Trips With Main Destination In Ontario Among Ontario Residents In...

	Total	Region Of Origin South-western	Festival Country	Georgian Lake-lands	Metro Toronto	Central Ontario	Ontario East	Ontario North
	(85484)[1] %	(11699)[1] %	(17362)[1] %	(5730)[1] %	(20548)[1] %	(13214)[1] %	(10930)[1] %	(5999)[1] %
Same Day	63	64	72	75	55	58	70	56
Overnight (Total)	37	36	28	25	45	42	30	44
1-3 Nights	30	31	23	20	39	34	23	33
4-9 Nights	6	4	4	5	7	7	5	8
10-16 Nights	1	1	1	*	-	1	1	3
17 Nights Or More	*	1	*	*	-	-	1	-
Average Number Of Nights -- Any Trip	0.96	1.01	0.79	0.62	0.91	1.13	1.00	1.45
Average Number Of Nights -- Overnight Trips Only	2.63	2.80	2.78	2.47	2.01	2.71	3.32	3.29

(Source: Detailed Tables, page 82-1)

[1] Projected, in 000's.

*Less than 0.5%.

B.4. Same Day And Overnight Person Trips To An Ontario Main Destination -- By Origin

The facing table provides length of stay information for all person trips with an Ontario main destination, in total and by region of origin.

Trips originating in various tourism regions differ somewhat in their likelihood of being same day excursions or involving overnight stays. For example, of the person trips originating in each tourism region, those confined to a single day are most characteristic of:

• Georgian Lakelands	(75% -- 4,285,000);
• Festival Country	(72% -- 12,445,000);
• Ontario East	(70% -- 7,639,000); and
• Southwestern	(64% -- 7,469,000).

Single day excursions are least common among trips originating in:

• Central Ontario	(58% -- 7,700,000);
• Ontario North	(56% -- 3,353,000); and
• Metropolitan Toronto	(55% -- 11,242,000).

Conversely, trips involving an overnight stay constitute a more sizeable portion of person trips originating in Central Ontario, Ontario North and Metropolitan Toronto than is the case in other tourism regions. The average number of nights away for person trips involving at least one night away is 2.63 nights. Corresponding averages for trips originating in Southwestern (2.80), Festival Country (2.78), and Central Ontario (2.71) closely approximate the total. Overnight trips commencing in

Metropolitan Toronto (2.01) appear to involve fewer nights away than is the case in other tourism region, whereas those starting in Ontario East (3.32) and Ontario North (3.29) seem to involve the most nights away, on average.

Length Of Stay For Person Trips With Main Destination In Ontario...

In...Tourism Destination Region

	In Total (85484)[1] %	South-western (10413)[1] %	Festival Country (17542)[1] %	Georgian Lake-lands (9970)[1] %	Metro Toronto (13704)[1] %	Central Ontario (15255)[1] %	Ontario East (11262)[1] %	Ontario North (7338)[1] %
Same Day	63	66	77	57	70	51	64	47
Overnight (Total)	37	34	23	43	30	49	37	53
1-3 Nights	30	31	20	34	26	40	25	43
4-9 Nights	6	2	2	8	3	9	9	9
10-16 Nights	1	1	1	1	1	*	2	2
17 Nights Or More	*	*	-	-	-	*	1	*
Average Number Of Nights -- Any Trip	0.96	0.86	0.48	1.26	0.65	1.25	1.27	1.39
Average Number Of Nights -- Overnight Trips Only	2.63	2.55	2.11	2.93	2.18	2.54	3.48	2.63

(Source: Detailed Tables, page 80-1)

[1] Projected, in 000's.

*Less than 0.5%.

B.5. Same Day And Overnight Person Trips To An Ontario Main Destination -- By Ontario's Tourism Region Destinations

A person trip with a main destination in Festival Country is particularly likely to be a same day trip. More than three-quarters of all person trips to this region are initiated and completed without an overnight stay (77%). Metropolitan Toronto (70%), the Southwestern region (66%) and Ontario East (64%) are also likely recipients of same day trips. In contrast, fewer than 6-in-10 person trips destined to Georgian Lakelands are same day excursions (57%), while approximately 5-in-10 with a destination in Central Ontario (51%), or Ontario North (47%) are same day trips.

Approximately one-half of the trips with a main destination in Ontario North (53%) or Central Ontario (49%), and about 4-in-10 of those to locations within Georgian Lakelands (43%) or Ontario East (37%) involve at least one night away from home. Although most are of relatively short duration, approximately 1-in-10 person trips to each of these four regions entails at least four nights away from home. The regional variations are clearly reflected in the average number of nights involved in person trips destined to each region.

When the average number of nights away from home is evaluated only for trips on which at least one night was spent away, regional variations are less evident. Compared to the provincial average (2.63), however, there are directional indications that trips to Georgian Lakelands (2.93) and Ontario East (3.48) are somewhat longer in duration, while those with a main destination in Festival Country (2.11) or Metropolitan Toronto (2.18) are somewhat shorter.

Length Of Stay For Person Trips With Main Destination In Ontario...

	In Total	In Administrative Destination Region... 1	2	3	4	5
	(85484)[1]	(15662)[1]	(42689)[1]	(19818)[1]	(6033)[1]	(1282)[1]
	%	%	%	%	%	%
Same Day	63	70	68	53	48	47
Overnight (Total)	37	30	32	47	53	53
1-3 Nights	30	27	27	34	42	44
4-9 Nights	6	3	4	11	10	2
10-16 Nights	1	1	1	1	*	8
17 Nights Or More	*	*	-	1	*	-
Average Number Of Nights -- Any Trip	.96	.74	.75	1.45	1.30	1.80
Average Number Of Nights -- Overnight Trips Only	2.63	2.44	2.37	3.09	2.47	3.38

(Source: Detailed Tables, page 80-1/2)

*Less than 0.5%.

[1] Projected, in 000's.

B.6. Same Day And Overnight Person Trips To An Ontario Main Destination -- By Ontario Administrative Region Destinations

Of the five Administrative Regions, Region 1 (Southwest) and Region 2 (Central) are least apt to attract trips involving an overnight stay. In each case, about 7-in-10 person trips destined to these regions are same day excursions and the remaining 3-in-10 involve overnight stays. The ratio of overnight/same day trips changes somewhat for Regions 3 (Eastern), 4 (Northeast) and 5 (Northwest). Approximately 1-in-2 person trips to each of these regions entails an overnight stop.

Corresponding variations in the average number of nights spent in each Administrative Region are also evident. The average for all person trips with a main destination in Region 1 (Southwest) or 2 (Central) is three-quarters of a night while more than one night, on average, is spent on a trip with a main destination in Regions 3 (Eastern -- 1.45), 4 (Northeast -- 1.30), or Region 5 (Northwest -- 1.80).

When the average is examined only for person trips involving an overnight stay, it would seem that person trips to Regions 1 (Northwest), 2 (Central) and 4 (Northeast) entail on average more than two nights whereas those destined for Regions 3 (Eastern) or 5 (Northwest) involve more than three nights away.

Expenditures In Ontario By Ontarians By Tourism Region Of...

	Expenditure			Source Of Expenditure (Origin)		
	%	$(Millions)	Average[2]	%	$(Millions)	Average[2]
Total	100	5,138.2		100	5,138.2	
Tourism Regions						
Southwestern	9	475.4	$43.00	12	603.5	$46.00
Festival Country	18	943.7	$49.00	19	964.5	$50.00
Georgian Lakelands	8	386.8	$36.00	8	386.4	$64.00
Metro Toronto	31	1,610.2	$86.00	25	1,282.1	$52.00
Central Ontario	10	512.1	$33.00	10	504.2	$36.00
Ontario East	13	679.1	$53.00	14	731.2	$59.00
Ontario North	10	530.9	$67.00	13	666.3	$98.00

(Source: Detailed Tables, pages 111-4, 114-1, 118-1)

[1] Projected.

[2] Details of the method of calculating averages are provided in the Technical Appendix. The divisor is the sum of same day person trip, overnight person stop, or allocated person trip (same day or overnight) if expenditures recorded but no stop/trip made in region. Only one stop/trip is counted per region even though the travel pattern may have included more than one stop.

B.7. Expenditure In Ontario -- By Tourism Region

- The In-Flow

Ontarians spent $1610.2 million on travel related costs in the Metropolitan Toronto Region in 1985. An additional $943.7 million accrued to Festival Country over the year, while somewhat fewer travel-related dollars were spent in:

• Ontario East	--$679.1 million;
• Ontario North	--$530.9 million;
• Central Ontario	--$512.1 million;
• Southwestern	--$475.4 million; and
• Georgian Lakelands	--$386.8 million.

Thus, almost one-third of all travel-related expenditure by Ontarians in 1985 accrued to Metropolitan Toronto (31%), and just under one-fifth accrued to Festival Country (18%). Each other region received approximately one-tenth or less of this expenditure.

The average expenditure on a person stop[1] basis in each region is highest in Metropolitan Toronto ($86.00) followed by Ontario North ($67.00), and is lowest in Central Ontario ($33.00) followed by Georgian Lakelands ($36.00).

- The Out-Flow

The amount of money spent on person stops[1] originating in various regions of the province resembles, but does not match exactly the amount of money that flows into the various tourism regions. The discrepancy between in-flow and out-flow of travel dollars is most dramatic for Metropolitan Toronto. Of the seven regions, only Metropolitan Toronto enjoys significantly greater expenditures entering the region than leaving it. Of the various regions, the net loss is most evident for the Southwestern region and Ontario North:

---

[1] Same day person trip, overnight person stop, or allocated person trip (same day or overnight) if expenditures recorded but no stop/trip made in region. Only one stop/trip is counted per region even though the travel pattern may have included more than one stop.

	Net Gain/Loss[1]
Southwestern	-$128.1 million
Festival Country	-$ 20.8 million
Georgian Lakelands	+$ 0.4 million
Metropolitan Toronto	+$328.1 million
Central Ontario	+$ 7.9 million
Ontario East	-$ 52.1 million
Ontario North	-$135.4 million

It is worth noting that the average expenditure for trips[2] originating in Ontario North[3] is the highest in the province ($98.00). As mentioned previously, Central Ontario's average trip[1] in-flow is among the lowest in Ontario ($33.00) and the region's average out-flow of dollars is also the lowest in the province ($36.00). These origin averages are somewhat a function of distance travelled, as expected.

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[1] Expenditure entering a region minus expenditure leaving the region.

[2] Same day person trip, overnight person stop, or allocated person trip (same day or overnight) if expenditures recorded but no stop/trip made in region. Only one stop/trip is counted per region even though the travel pattern may have included more than one stop.

[3] Only trips originating in a given region that have some expenses allocated to Ontario are included in the calculation of averages.

---

[1] Same day person trip, overnight person stop, or allocated person trip (same day or overnight) if expenditures recorded but no stop/trip made in region. Only one stop/trip is counted per region even though the travel pattern may have included more than one stop.

Expenditures In Ontario By Ontarians By Administrative Region Of...

	Expenditure			Source Of Expenditure (Origin)		
	%	$(Millions)	Average[2]	%	$(Millions)	Average[2]
Total	100	5138.2		100	5138.2	
Administrative Regions						
Region 1	17	879.5	$49.00	21	1061.8	$50.00
Region 2	53	2,727.7	$56.00	48	2461.7	$48.00
Region 3	19	992.8	$46.00	19	948.4	$56.00
Region 4	9	461.5	$71.00	12	601.3	$101.00
Region 5	2	76.7	$57.00	1	65.0	$76.00

(Source: Detailed Tables, pages 111-4, 115-1, 119-1)

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[1] Projected.

[2] Details of the method of calculating averages are provided in the Technical Appendix. The divisor is the sum of same day person trip, overnight person stop, or allocated person trip (same day or overnight) if expenditures recorded but no stop/trip made in region. Only one stop/trip is counted per region even though the travel pattern may have included more than one stop.

B.8. Expenditures In Ontario -- By Administrative Region

More than one-half of Ontarians' 1985 Ontario travel dollars were spent in Administrative Region 2 (Central -- $2,727.7 million), almost one-fifth were spent in Region 3 (Eastern -- $992.8 million), and slightly fewer dollars were spent in Region 1 (Southwest -- $879.5 million). Administrative Region 4 (Northeast) was the recipient of about one-tenth of annual Ontario travel expenditures ($461.5) while one-fiftieth accrued to Administrative Region 5 (Northwest -- $76.7 million).

On average, a trip[1] contributes more money to Region 4 (Northeast -- $71.00) than to any other region. Conversely, the average contribution of trips[1] to Administrative Region 3 (Eastern) is the lowest in the province ($46.00).

The proportion of Ontario travel expenditure that leaves each Administrative Region is quite similar to the proportion that accrues to each, but Region 2 (Central), because it includes Metropolitan Toronto, experiences the greatest net gain in dollars (see previous section):

Net Gain/Loss[2]	
Region 1	-$182.3 million
Region 2	+$266.0 million
Region 3	+$ 44.4 million
Region 4	-$139.8 million
Region 5	+$ 11.7 million

---

[1] Same day person trip, overnight person stop, or allocated person trip (same day or overnight) if expenditures recorded but no stop/trip made in region. Only one stop/trip is counted per region even though the travel pattern may have included more than one stop.

[2] Expenditure entering a region minus expenditure leaving the region.

The average amount of money spent on trips originating[1] in a region is appreciably higher for those commencing in Region 4 (Northeast -- $101.00) than elsewhere in Ontario, and somewhat higher for those that originate in Region 5 (Northwest -- $76.00). Once again, these averages are partly a function of distances travelled.

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[1] Only trips originating in a given region that have some expenses allocated to Ontario are included in the calculation of averages.

APPENDIX C

Additional 1982/1985 Comparisons

APPENDIX C

ADDITIONAL 1982/1985 COMPARISONS

	Expenditure By Ontarians Outside Ontario In...			
	1982		1985	
	%	$(Millions)[1]	%	$(Millions)[1]
In Total	100	1,758.1	100	3,052.5
By Category:				
Automobile	10	176.8	9	283.1
Local Transportation	1	18.7	2	58.6
Foreign Carrier	12	211.4	14	422.3
Accommodation	27	478.7	24	729.4
Food/Beverage	25	435.6	26	788.5
Recreation/Pleasure	10	175.0	7	213.8
Retail/Other	15	262.0	18	556.8

(Source: 1982 Ontario Travel Survey, Volume II, Annual Detailed Tables Prepared by Canadian Facts, page 105;

1985 Ontario Travel Survey, Prepared by Ruston/Tomany & Associates, Detailed Tabulations, page 113-1)

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[1] Projected, in millions.

APPENDIX D
TECHNICAL APPENDIX
FOR THE ONTARIO TRAVEL SURVEY

INTRODUCTION

In this Technical Appendix, details of the methodology and procedures used to conduct the 1985 Ontario Travel Survey Update are presented. Descriptions of procedures are described herein. Materials used to code and edit the survey are provided under separate cover.

The overall design for the survey is described in Ruston/Tomany & Associates' proposal, provided to the Ministry of Tourism and Recreation[1]. Given that the main objective of the study is to update information on Ontario residents' travel patterns gathered in 1982[2], the key methodological constructs of the initial survey were incorporated into the update design. Thus, a two-month self-completion trip recording 'diary' was placed with a representative sample of Ontario households. Placement of the 'diary' was undertaken via personal door-to-door interviews at randomly selected households in the Province. A four call (initial visit and three callbacks) approach was adopted in the field.

Subsequent to meeting the screening requirements, potential diary acceptors were asked a series of questions about their past four week overnight trip history and demographic characteristics. Data were collected on households which did and did not accept the diary. If the diary was accepted, interviewers explained the trip record format and left the diary booklet with the respondent to complete for all trips taken over a two month period by household members 15 years of age or older.

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[1] See "Scope of Work -- Schedule A, A Proposal For A 1985 Travel Survey Update", September, 1984.

[2] The original survey was not conducted by Ruston/Tomany & Associates.

The individual who accepted the diary was asked to record details of all trips of 40 km. (25 miles) or more one way from the permanent residence taken by any member (15 years or older) of the household[1].

Three telephone 'reminder' calls were made to each diary acceptor over the two month period. At the end of the specified time period, the completed diary was returned via Canada Post to Ruston/Tomany & Associates' Toronto office.

A 'rolling' sample was employed so that during each month of 1985, diaries were placed. In effect, the twelve monthly placements yield trip information for 23 recording months[2].

Incoming diaries were edited for internal consistency and basic logic. Data entry was undertaken using specified codes and edit rules. All data entry was verified (100%) and further cleaning of the data file was initiated to ensure that data conformed to pre-established rules.

Tabulation, including weighting and projections to population, was undertaken after thorough discussion with Ministry staff. Sample size and tabulation requirements introduced after the data collection phase required that a marginal weighting plan be adopted. Rules for the allocation of expenditures were developed in consultation with Ministry personnel and applied to the data. Data are available in the following forms:

- summary tables covering key findings;

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[1] See page 9 for further refinement of the "trip" definition.

[2] To compensate for only one month of placements in January, 1985, averages were calculated for the eleven two-month recording periods, and then were applied to January data. For details, see page 41 of this document.

- detailed computer tablulations (printed); and
- a set of IBM compatible diskettes with weights encoded.

In the sections that follow, detailed descriptions of each phase of the survey are provided. The topics covered include:

A. The Sample
B. Definitions
C. Data Collection
D. Analysis of Response
E. Coding/Editing Rules
F. Expenditure Allocation
G. Weighting and Estimating Procedures
H. Sampling Error.

A. THE SAMPLE

Disproportionate sampling of households in Ontario was employed in order to provide more adequate representation from low population tourism regions (e.g., Northern Ontario) than would be permitted if proportional sampling were adopted. The design and drawing of the sample was undertaken by John Smart, Partner, Applied Marketing Statistics.

1. Sample Design

- The Frame

A frame is a complete list of items from which the sample is to be drawn.

For this survey the frame is the 1981 Census of Canada excluding all provinces except Ontario. Additionally, Indian reservations, military establishments and latitudes above 50 degrees North are excluded.

- Quarterly Sample Replicates

An independent sample for each quarter of the year was drawn. Within each quarterly sample three one-month samples were randomly allocated. Furthermore, the full sample was divided into two replicates and household listings in each location were coded with their pre-assigned replicate number (i.e, 1, 2).

- Stratification

The sample was stratified into larger urban areas of 10,000 population or greater and smaller urban areas under 10,000 population. Within the larger urban areas additional stratification on income within geographic locality, as well as population size within six geographic regions was undertaken[1].

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[1] NOTE: Initial survey specifications limited geographical areas for the study to Tourism Association Regions (1, 2, 3, 4, 5, 6, 7/12). At the weighting/tabulation stage, however, the Five Administrative Regions also had to be taken into account.

Within the smaller urban areas no additional stratification was required. Clusters of enumeration areas averaging between 2 and 3 enumeration areas per cluster were selected to reduce travel costs.

The stratification of the sample was as follows:

1. Tourism Area
2. Urban Area
3. Provincial Census Tract
4. Enumeration Area

The sampling distribution was changed from probability proportionate to size (PPS) to the following:

	Location Points	
Region	PPS Distribution	Disproportionate Distribution
1. Southwestern	28	28
2. Festival Country	37	37
3. Georgian Lakelands	11	27
4. Metro Toronto	67	36
5. Central Ontario	21	21
6. Ontario East	26	25
7/12. Ontario North	14	30
	204	204

2. Selection Of Stratified Enumeration Areas

- **Larger Urban Areas (10,000 Population Or Over)**

  Systematic random samples of households per quarter were generated using the Applied Marketing Statistics Enumeration Area sampling program. This sampling program generates location, age and sex data for each enumeration area selected.

- **Smaller Urban Areas (under 10,000 Population)**

  Again the sampling program selected the enumeration areas using systematic random sampling. However, the limitation in this case was that 49 areas were selected in the first stage and then either 1, 2 or 3+ enumeration areas were selected per area on a second sampling. It is noted that this device was used in 1982 as a method of limiting interviewer travel time and recruitment costs. For conformity to the original design this device was repeated in the update.

- **Enumeration Area Maps**

  For each enumeration area selected, Applied Marketing Statistics provided a map of the selected enumeration area showing the enumeration area boundary and a randomly selected start point. These maps were transferred to standard 'block diagrams' and provided to the interviewer. In order to maintain field control, all materials for a specified location were pre-numbered prior to being sent to field. The identification number included the map number, the month and quarter, the replicate and household number. The 'block diagram' also specified the cluster size for the location. Throughout the survey every second dwelling was approached starting at the randomly assigned start point.

- Cluster Size Within Enumeration Area

  To achieve the required number of household completions, it was necessary to choose a cluster of 7 household per enumeration area in large urban areas and 6 households per enumeration area with populations of under 10,000. A total of 204 enumeration areas were selected to generate a completion average of three households per enumeration area selected.

- Substitutions

  Substitutions were allowed only if hidden households were encountered within what originally appeared to be a single household dwelling unit. Interviewers were instructed to continue listing households beyond the prescribed 6 or 7 cluster size at the specified location in two instances:

  - a household failed to meet the screening criteria (not a primary residence, or plans to move during recording period);

  - the unit determined by a random start point and fixed interval was a commercial establishment, or an obviously vacant or unfinished dwelling.

Complete record-of-call information was collected on all listed households. Rules for field implementation of the sample design were provided to the interviewers in a manual and on the block diagram (provided under separate cover).

B. DEFINITIONS

In this section, definitions used in the survey are presented.

- Dwelling

A dwelling is a unit of housing. It is designed to be self-contained and would normally house one family. It has a private entrance from outside the building or from a common hallway inside, not through anyone else's living quarters. Examples are: (1) a single house; (2) an apartment or suite in an apartment house, duplex or triplex; (3) a flat in a building constructed with several self-contained flats, having their own private entrances as described above; (4) rooms over a store or garage.

- Household

A household is a person or group of persons, whether related or not, using the same cooking and eating facilities.

- Diary Acceptor

The adult member of the household willing to complete the two month diary for all members of the household is called the Diary Acceptor. Interviewers were instructed to attempt to place the diary with the female head of the household. If the diary could not be placed with the female head (no female head; female head of household unwilling/unable to complete diary; more than one female head), it was placed with another adult in the household and recorded as such on the Location Contact Record.

- Trip

A trip is defined to be any time any member of the household 15 years of age or more travels to a place at least 25 mi/40km (one way) from the permanent residence.

The following types of trips were to be excluded even if they met the minimum distance requirements:

- commuting to school or work;
- travelling as an operator or crew member;
- sales calls or deliveries;
- moving to a new residence;
- trips that began and ended entirely within the boundaries of Metropolitan Toronto.

Trips by household members under 15 years of age, when not accompanied by an adult, were excluded from the study.

- Trip Members

Trip members include all members of the household included as such at the diary placement stage[1] who went on the trip, regardless of their age, so long as at least one trip member was 15 years of age or more (a household member under 15 years travelling without a household member over 15 years does not qualify as a trip).

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[1] Trip data reported for individuals not identified at the diary placement stage of the field process are not included in the survey results (e.g., guests).

- Person Trip

  A person trip is the trip taken by any household member. If four members of the household went on a particular trip, all details of this trip are applied to each of four person trips. If only one member of the household takes a trip, information on this trip is included only once, and constitutes one person trip.

- Person Visit

  A person visit is each stop in an Ontario Tourism or Administrative region that involves at least one overnight stay made by each household member who went on the trip. For example, a trip record indicates that:

Two household members went on the trip. They spent:

one night in Ottawa = 2 person visits
one night in Toronto = 2 person visits
three nights in St. Catharines = 2 person visits

TOTAL PERSON VISITS FOR THIS TRIP = 6 person visits

Two household members went on the trip. They spent:

ten nights in Hamilton = 2 person visits
no other nights away in Ontario
TOTAL PERSON VISITS FOR THIS TRIP = 2 person visits

- Household Trip

A trip taken by any or all members of the household defines a household trip.

- Destination

Destination is the main destination of the trip, if it is a same day trip, or if no nights are spent away from home in Ontario on the trip. If any nights are spent away from home in Ontario on the trip, the destination includes all Ontario locations in which nights away from home were spent and the main destination (if this is different from the locations at which nights away from home in Ontario were spent). For example:

		Destination(s):
Main Destination:	Florida	
Nights Away:	2 in Toronto	Toronto
	10 in Florida	Florida

		Destination(s):
Main Destination:	Thunder Bay	
Nights Away:	3 in Thunder Bay	Thunder Bay

- Main Destination

Main destination is the single location indicated by the diary completer to be the Main Destination of the trip. If no one main destination could be easily identified (as in the case of a "sightseeing trip"), diary completers were instructed to name the destination travelled to that was furthest from their permanent residence. If the main destination was not a city/town, completers were instructed to provide the name of the city or town nearest to the area of the main destination.

- Two Month Recording Period

  All diary acceptors were asked to record information on qualifying trips that ended during two specified calendar months. Even if a trip began before the first calendar recording month, data about it are included so long as the trip ended during the pre-established two month calendar period. Conversely, if a trip commenced during the two month period, but ended after the final day of the second recording month, data about it are excluded from the survey.

C. THE SURVEY INSTRUMENTS

The field process was divided into three distinct stages:

- visits to specified locations across Ontario to contact and screen potential diary completers;
- installation of a trip diary with a willing respondent; and
- monitoring the progress of trip recording within the household over a two month diary period.

The Screening Questionnaire

Each of these stages required a set of field materials. In the case of the screening process, materials were required to:

- record the outcome of each trip to a specific household designated for inclusion in the survey; and

- determine whether the household qualified for diary placement.

A pre-coded single page questionnaire was used for screening and recording the outcome of each of up to four visits to each dwelling. All screening questionnaires were returned to the Toronto office for data entry and tabulation.

Interviewers were provided with a letter of introduction on Ministry stationery and signed by the Minister of Tourism & Recreation. The letter described the overall purpose of the study and requested cooperation.

The Household Questionnaire

If the household did qualify, a Household Questionnaire was administered to willing respondents. This questionnaire included:

- basic demographic characteristics;
- past four week travel information (recall); and
- a question to determine the respondent's willingness to undertake the two month diary recording procedure.

If the respondent did accept the diary, a complete listing of household demographic details (age, sex, education and occupation of adults [15 years of age or over]) was undertaken, and constituted the demographic base for all trips taken by the household.

If the respondent refused to accept the diary, the interview was terminated after demographic characteristics were obtained. Household questionnaires from diary acceptors and non-acceptors were returned to the Toronto office for data entry and tabulation.

The Diary

The Diary itself was comprised of the following:

- A set of definitions to set limits on the types of trips to be recorded and to clarify for respondents the meaning of words or phrases used in the actual trip records;

- Four 'sample' completed diaries with corresponding textual scenarios to be used as examples;

- Ten blank trip records;

- A map of Ontario; and

- A pre-stamped addressed envelope for diary return.

The diary was bound, but permitted inclusion of additional trip records if they were required. Diary recipients were also given a "Trip Expense Log" -- a booklet that they could take with them while on a trip for recording expenses incurred while on the trip.

During the installation phase of the survey, the interviewer took the diary acceptor through all the definitions and examples contained in the diary to ensure comprehension and clarity.

The Telephone Callback Questionnaires

Monitoring of the diary completion process was undertaken via three telephone calls to the diary recipient. Respondents were informed in advance that these calls would take place. The initial call, scheduled one or two days after the beginning of the first trip recording month, followed a pre-structured questionnaire and was designed to remind the respondent to record trips, and to answer the respondent's questions.

The second call, also following a pre-structured format, was timed to occur at the mid-point of the trip recording period. During this call, interviewers responded to questions that may have arisen, and made certain that sufficient blank trip records were available in the diary (if not, additional blank records were sent).

The third telephone call consisted of a series of pre-structured questions designed to permit the interviewer to check the records kept by the diary completer. Each completed trip record was reviewed in detail over the telephone, and the interviewer was trained to check for internal consistency and completeness of entries.

Details of "Retail/Other Miscellaneous" expenditures in Ontario were also obtained if the amount listed by the diary completer in this category was $300 or more. This information was subsequently coded and reviewed in the development of expenditure estimates.

In the third telephone interview, interviewers also encouraged the respondent to mail the diary (in a stamped envelope, addressed to Ruston/Tomany & Associates' office) as soon as the trip recording period was over. This telephone call was timed to coincide with the last one or two days of the trip recording period.

All telephone calls were made by a trained staff of interviewers and monitored by supervisory personnel from Ruston/ Tomany & Associates' Central Location Facilities in Toronto.

Pre-Test Of Field Materials

A qualitative session with ten potential respondents who represented differing income, age, and educational backgrounds was conducted on November 28, 1984. These individuals were brought together with a senior team member, and provided with a "nearly final" diary.[1] They were given the same description of the task an interviewer would provide when installing the diary, and asked to fill in the diary independently. The group reconvened to review their experience. Final revisions to the diary format were made as a result of this pre-test.

Validation of Questionnaires and Diaries

Telephone validation of diary placements was accomplished on virtually 100% of all placements by the initial telephone callback that occurred at the beginning of a diary acceptors' trip recording period.

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[1] Typeset, bound materials.

Validation of the household listings was undertaken for all block locations in the sample. Interviewers, after pre-listing the blocks, provided a copy of the pre-listing to their supervisor. The supervisor, in turn, visited each location to ensure that it was the correct one and that households had been selected in an appropriate manner.

Field Staff Training And Supervision

The following field control measures were undertaken:

Door-To-Door Interviewing:

i) Personal briefing of all Supervisors of field staff by senior members of the Project Team covering:
   - pre-listing of households;
   - details of the four-call design; and
   - review of the Screening and Household Questionnaires, and an extensive discussion of the Trip Recording procedure.

   This briefing session was held in Toronto on December 5, 1984.

ii) Personal briefings of field interviewers by supervisors.

   Supervisors personally briefed their interviewers on the survey.

iii) Preparation and distribution of an Instruction Manual covering field procedures and prescribing fixed solutions to situations that might be encountered.

iv) In-office preparation of field kits on a month to month basis.

All 'stints' were pre-packaged in Ruston/Tomany's Toronto office and shipped to the field staff on a monthly basis. To ensure maximum control over critical cluster size and sample allocations for each month throughout the survey period, the stints were pre-labelled with unique identification codes. 'Stint' materials were sent to the interviewer at the appropriate time each month. This procedure minimized the potential for confusion, since the field staff would only have had at their disposal materials which could be used for a specific month in a specific location.

Central Location Telephone Interviewing

i) A separate briefing was held among Ruston/Tomany & Associates' telephone supervisors and interviewers. Like the field staff briefing, this one was conducted by senior members of the Project Team. The briefing covered:

- the three telephone questionnaires in detail;

- queries and problems the interviewer might be asked to address; and

- a thorough review of the diary completion process so that the interviewer was able to determine whether information recorded and reported during the Third Telephone Callback was internally consistent and complete.

ii) Constant supervision of CLT interviewing by Supervisory personnel and monitoring of a minimum of 15% of all calls made on the survey.

Door-to-door fieldwork on the study commenced in December, 1984 and the final Diaries were placed in November, 1985. Telephone interviewing was initiated in January, 1985 and the final review/reminder calls were made in January, 1986. If a diary was not returned within two weeks of the end of the trip recording period, telephone calls were made to remind the diary acceptor to return the materials. Provision was made for personal retrieval if it was evident that only this method would yield the diary. This option was used 18 times throughout the course of the survey.

Incentives

In order to increase cooperation and to generate a satisfactory effective completion rate for the survey, an incentive program was incorporated into the design. A "Lucky Draw" was held each quarter. The criterion for inclusion in the Lucky Draw was return of a trip diary at the end of the trip recording period. Four separate draws were held over the year, one for each placement quarter. A simple skill testing question was administered to the selected respondent, and confirmation of the winner for each lucky draw was made available to all draw participants upon request.

A sum of $250.00 per draw was set aside to cover this feature of the design.

D. ANALYSIS OF RESPONSE

The following table details the final disposition of each contact for the survey. As is evident from the figures, the effective response rate (households that returned diaries) for the survey is 55%.

	#	%
TOTAL ASSIGNED HOUSEHOLDS	(1440)	
Disqualified At Screening	33	2
TOTAL POTENTIAL HOUSEHOLDS	(1407)	
No Contact Made	155	11
Language Problem	43	3
Refusal (Screening/Household Interview)	166	12
Household Interview Complete/ Will Not Accept Diary	175	12
Diary Placed	868	62
Diary Returned	780	55

E. CODING AND EDITING

A coding manual was prepared to provide clear instructions for the editing and coding of the data. A 'working copy' of this manual is supplied under separate cover.

All locations (main destinations, places in which nights were spent in Ontario) were coded according to the *Standard Geographical Classification, 1981, Volume II*, Statistics Canada), supplemented by code lists for locations outside Ontario. Code formation respected the geographical boundaries of Ontario's twelve tourism regions. Although the data are tabulated in aggregated locations (i.e., the seven Tourism[1] Regions and five Administrative Regions), precise locations are coded in the data file.

All distance to main destination figures entered in diaries were verified using maps, and corrections were made if respondents entered round-trip rather than one-way distance. This, and all other edit/code decisions made by the research supplier are shown on the trip records in a manner clearly distinguishable from the respondent's own entries.

All data entry was verified (100%).

F. EXPENDITURE ALLOCATION

For each trip, a diary completer was asked to indicate how much money was spent on the trip for pre-paid expenditure items, and for non-pre-paid items both within and outside of Ontario.

To constitute a valid pre-paid expenditure, at least two of the following items had to be paid for in advance of the trip:

Transportation (Foreign Carrier, Canadian Carrier, Auto Rental);
Accommodation;
Food;
Entertainment;

---

[1] Tourism Regions 1, 2, 3, 4, 5, 6, 7/12.

All money spent during the trip (non-pre-paid expenditure) was to be recorded according to the location in which it was spent (expenditures were defined to include cash, travellers cheques, credit cards). Thus, all money spent in Ontario during a trip was to be recorded for this province, and all money spent in locations outside Ontario on the trip were to be entered in an "Outside Ontario" category. In both cases, the expenditure categories included were:

Automobile;

Local Transportation;

Canadian Carrier (air, train, bus, ship);

Foreign Carrier (air, train, bus, ship);

Accommodation;

Food/Beverage;

Recreation/Pleasure; and

Retail/Other Miscellaneous.

In order to obtain an understanding of the impact of trip expenditure on the province as a whole and on specific Tourism and Administrative Regions throughout Ontario, it was necessary to develop rules to allocate expenditures to specific locations. In the case of pre-paid expenditures, it was also necessary to develop a means of apportioning the total amount of pre-paid expenditure to the four possible categories of pre-paid expenditure.

- **Allocation Of Non-Pre-Paid Expenditure**

The following chart depicts the method of allocating expenditure to a location for each non-pre-paid category.

Automobile Expenses

If Main Destination In Ontario	
...same day trip	assigned to Ontario region of origin
...if any overnights in Ontario	apportioned by person nights spent in each Ontario region

If Main Destination Non-Ontario	
...any nights in Ontario and recorded as an "In Ontario" expense	apportioned by person nights spent in each Ontario region
...no nights in Ontario and recorded as an "In Ontario" expense	assigned to region of origin
...same day trip and recorded as an "In Ontario" expense	assigned to region of origin
...same day trip and recorded as an "Outside Ontario" expense	assigned to region of main destination
...any nights away outside Ontario and recorded as an "Outside Ontario" expense	assigned to region of main destination

Local Transportation

...same day or overnight trip recorded as an "In Ontario" or "Outside Ontario"	assigned to region of main destination

Canadian Carrier[1]

If Main Destination In Ontario

...Canadian Carrier costs recorded as "In Ontario" or "Outside Ontario"	assigned to Ontario region of origin
...Foreign Carrier costs recorded as "In Ontario" or "Outside Ontario" are transferred to "Canadian Carrier" either "In" or "Outside Ontario", as appropriate	assigned to Ontario region of origin

If Main Destination Non-Ontario

...Canadian Carrier costs recorded as "In Ontario" or "Outside Ontario"	assigned to Ontario region of origin
...If main destination "Other Province", Foreign Carrier costs recorded as "In Ontario" or "Outside Ontario" are transferred to "Canadian Carrier" either "In" or "Outside Ontario", as appopriate	assigned to Ontario region of origin

---

[1] If Main Destination of trip was in Canada, but "Foreign Carrier" was named, the money assigned by the respondent was automatically transferred to "Canadian Carrier", and assigned according to Canadian Carrier rules.

Foreign Carrier[1]

If Main Destination In U.S.A./Other Country

Foreign Carrier costs recorded as "In Ontario" or "Outside Ontario"	assigned to main destination

Food/Beverage And Recreation/Pleasure

Same day trip	assigned to region of main destination

Any Nights Spent Away...

In Ontario...

Amount recorded as "In Ontario"	apportioned by person nights spent in each Ontario region

Outside Ontario...

Amount recorded as "Outside Ontario"	assigned to main destination
Amount recorded as "In Ontario" but no nights spent away in Ontario	assigned to "Ontario Unspecified"[2]

---

[1] Foreign Carrier costs recorded for trips with a main destination in Canada were automatically transferred to "Canadian Carrier" costs. In essence, Foreign Carrier costs are only allowed for trips with Main Destinations outside Canada.

[2] See page 27 for a discussion of "Ontario Unspecified" procedures.

Accommodation

Same day trip	No accommodation expense is allowed
If Main Destination In Ontario	
...any nights spent in Ontario and recorded as an "In Ontario" expense	apportioned by person nights spent in each Ontario region
If Main Destination Non-Ontario	
...any nights spent away in Ontario and recorded as "In Ontario" expense	apportioned by person nights spent in each Ontario region
...No nights away in Ontario and expenses recorded as "Outside Ontario"	assigned to region of main destination

Retail/Other Miscellaneous

If Main Destination In Ontario	assigned to Ontario region of main destination
If Main Destination Non-Ontario	
...expenses recorded "In Ontario"	assigned to "Ontario Unspecified"[1]
...expenses recorded "Outside Ontario"	assigned to main destination

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[1] See page 26 for a discussion of "Ontario Unspecified" procedures.

SAME DAY TRIP EXPENDITURES IN ONTARIO EXCLUDING PRE-PAID EXPENDITURES
MAIN DESTINATION ONTARIO TRIPS ONLY
PERCENTAGED HORIZONTALLY

	MAIN DESTINATION AREA										
	TOTAL	TR1	TR2	TR6	TR7	TOTAL	AR1	AR2	AR3	AR4	AR5
FOOD/BEVERAGE	11447 100.0	1471 12.9	4026 35.2	2553 22.3	3397 29.7	17624 100.0	2415 13.7	8624 48.9	3188 18.1	3053 17.3	344 2.0
RECREATION/PLEASURE	2241 100.0	333 14.9	786 35.1	359 16.0	763 34.0	4136 100.0	789 19.1	2156 52.1	428 10.3	736 17.8	27 .7
RETAIL/MISCELLANEOUS	20729 100.0	2493 12.0	5825 28.1	4167 20.1	8244 39.8	39386 100.0	5445 13.8	19591 49.7	6106 15.5	7621 19.3	623 1.6

- "Ontario Unspecified" Allocations

Specific types of expenditures recorded "In Ontario" for trips with a main destination outside the Province had to be allocated to a location within Ontario. Thus, if a trip involved food/beverage or recreation/pleasure expenses in the Province, but no nights were spent in Ontario and the trip's main destination was elsewhere, these expenses were assigned to border regions of the Province. Retail/other miscellaneous expenses "In Ontario" for non-Ontario destination trips were also allocated to the border regions. Allocation of these "Ontario Unspecified" expenses was undertaken subsequent to a series of calculations based on Ontario destination travel.

The following are the recipients of "Ontario Unspecified" expenditures when data are examined by Tourism Association Regions:

1 Southwestern
2 Festival Country
6 Ontario East; and
7 Regions 7, 9, 10, 11, 12;

In order to allocate all "Ontario Unspecified" expenditures to the four areas in a proportional manner, a matrix of Total Expenditure for same day trips (excluding pre-paid expenditure) with Ontario destinations only by region was developed. This matrix provides the proportion of total expenses for day trips destined to the four regions that would accrue to each region for each category of expense (see facing table).

These proportions were, in turn, applied to the total "Ontario Unspecified" expenditures in each expense category. Thus, the dollars were allocated to each of the regions in the same way that same day trip expenses to that region were allocated.

It should be noted that for the 1982 survey, the matrix was constructed for each of the twelve calendar months of the survey. Because of the reduced scale of the Update, the matrix was constructed and the proportions were applied only once, based on the full calendar year of the survey.

All five Administrative Regions contain "border points". The procedure for apportioning "Ontario Unspecified" dollars to each of the five Administrative Regions is analogous to the one just described for the Tourism Association Regions.

- Allocation Of Pre-Paid Expenditure

Since pre-paid expenditure was provided in the form of total pre-paid dollars, two levels of allocation are required.

- Allocation of pre-paid amount to categories of pre-paid expenditure; and
- Allocation of pre-paid dollars apportioned to appropriate categories to locations.

The procedures for these allocations were conducted sequentially, and were undertaken on the twelve month data set[1].

- Allocation of Pre-Paid Amount to Categories of Expenditure

Pre-paid expenditures had to include two or more of the following:

- Accommodation;
- Food;
- Entertainment;
- Transportation (Canadian Carrier [air, train, bus, ship], Foreign Carrier [air, train, bus, ship], Auto Rental).

Pre-paid expenditures could be recorded for same day or for overnight trips. The allocation of expenditures to each category of expenditure was calculated separately for each of these two types of trips. Thus, one allocation matrix was developed for same day trip expenses, and a separate one was developed for overnight trips. The basic rules for allocations are the same regardless of the type of trip.

- Allocation of Pre-Paid Expenditure -- Trips Involving Overnight Stays

The total cost of overnight household trips with no pre-paid expenditures was computed and divided by the total number of these trips. This calculation was undertaken in total, and for each main destination area (Ontario, Ontario's Tourism and Administrative regions, Other Province, U.S.A., and other Country).

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[1] In the 1982 Survey, month by month calculations were undertaken, but the size of the Update sample precluded monthly allocations.

These calculations yield the average cost for an overnight trip with no pre-paid expenditures. Identical calculations were undertaken for each of the expenditure items included in the definition of pre-paid costs (Step 1). Thus, the average cost for an overnight trip with no pre-paid expenditures was computed for:

- Accommodation;
- Food;
- Recreation/Pleasure (Entertainment);
- Automobile;
- Canadian Carrier;
- Foreign Carrier.

Subsequently, the average cost for each of these categories with no pre-paid expenditures was multiplied by the number of trips that did include pre-paid costs for that particular expenditure category.

This figure was, in turn, divided by the sum of all possible pre-paid expenditure categories, in order to determine what percentage of total pre-paid costs should be allocated to a particular category of expense (Step 2).

Finally, the total pre-paid expenditures were assigned to their appropriate category of expense according to the configuration of expenditure items indicated on the diary (Step 3). The three-stage matrix to determine the final allocation of the total pre-paid amount to individual categories was undertaken for the total sample, and for trips with main destinations in Ontario (total, Tourism and Administrative regions), the U.S.A., other province and other country.

The following charts and facing tables detail the procedures used in allocating pre-paid expenditure.

EXPENDITURES - OVERNIGHT TRIPS - NO PRE PAY

		ONTARIO														
	TOTAL	TOTAL	TR1	TR2	TR3	TR4	TR5	TR6	TR7-12	AR1	AR2	AR3	AR3	AR5	OTHER PROV.	U.S.A.	OTHER COUNTRY
TOTAL H/H O/N TRIPS (NON-PP)	826	673	87	99	66	110	119	72	120	120	279	155	101	18	78	66	9
AUTO EXPENSE TRIPS	587	483	50	66	57	73	82	57	98	76	196	113	89	9	53	46	5
AVERAGE EXPENSE	54.82	37.99	36.32	31.47	38.51	48.04	31.80	42.88	37.77	34.03	40.18	37.04	36.45	50.78	108.60	127.09	446.00
CAN. CARRIER EXPENSE TRIPS	126	67	15	10	1	24	3	8	6	18	34	9	4	2	40	13	6
AVERAGE EXPENSE	249.76	90.43	94.67	99.70	27.00	85.96	10.67	87.75	136.33	93.17	84.00	78.67	174.50	60.00	413.93	288.85	849.83
FOR. CARRIER EXPENSE TRIPS	18															13	5
AVERAGE EXPENSE	562.78															421.15	931.00
ACCOMMODATION EXPENSE TRIPS	216	135	16	20	15	25	18	15	26	20	63	26	23	3	38	38	5
AVERAGE EXPENSE	148.45	85.35	105.00	82.65	86.00	117.36	46.78	86.73	70.08	98.30	93.62	70.62	54.52	189.33	207.76	225.24	817.80
FOOD EXPENSE TRIPS	692	545	71	79	54	105	82	64	90	97	234	125	72	17	73	61	13
AVERAGE EXPENSE	75.59	46.64	45.97	47.42	39.98	57.95	34.65	48.58	46.84	42.38	50.81	41.66	46.58	50.47	145.30	168.98	459.23
ENTERTAINMENT EXPENSE TRIPS	271	198	18	37	29	35	27	33	19	29	99	51	16	3	37	30	6
AVERAGE EXPENSE	48.81	31.17	28.17	40.51	26.72	42.94	21.56	24.97	25.37	27.59	37.22	23.63	27.00	16.67	80.95	110.03	126.50

Continued...

STEP 1

		DESTINATION					
		Ontario					
			Regions			Other	Other
	Total	Total	1-7/12	1-5	USA	Province	Country
Total							
a Total Amount Spent On Overnight Household Trips -- No Pre-Paid							
b Total Overnight Household Trips -- No Pre-Paid							
a÷b							
Automobile							
c Auto Costs On Overnight Household Trips -- No Pre-Paid							
d Total Overnight Household Trips With Auto Costs -- No Pre-Paid							
c÷d							
Canadian Carrier							
e Canadian Carrier Costs On Overnight Household Trips -- No Pre-Paid							
f Total Overnight Household Trips With Canadian Carrier Costs -- No Pre-Paid							
e÷f							

Repeat For:

Foreign Carrier
Accommodation
Food
Entertainment (Recreation/ Pleasure)

EXPENDITURES - OVERNIGHT TRIPS - PRE PAY

		ONTARIO															
	TOTAL	TOTAL	TR1	TR2	TR3	TR4	TR5	TR6	TR7-12	AR1	AR2	AR3	AR3	AR5	OTHER PROV.	U.S.A.	OTHER COUNTRY
WITH PRE-PAID																	
AUTO TRIPS	5 .6	2 .3		1 1.0		1 .9					2 .7					2 2.5	1 7.7
X AVERAGE	274 1.4	76 2.3		31 4.1		48 4.1					80 3.3					254 3.1	446 5.3
CAN.CARRIER TRIPS	24	6		1		2		2	1		3	2		1	6	9	3
X AVERAGE	5994 30.8	543 16.3		100 13.0		172 14.7		176 41.5	136 53.8		252 10.2	157 33.0		60 20.0	2484 50.6	2600 31.7	2550 30.1
FOR.CARRIER TRIPS	8															6	2
X AVERAGE	4502 23.1															2527 30.8	1862 22.0
ACCOMMODATION TRIPS	42	20	1	5	5	5	1	2	1	2	14	3		1	7	12	3
X AVERAGE	6235 32.1	1707 51.2	105 78.8	413 53.8	430 60.6	587 50.3	47 57.4	173 41.1	70 27.7	197 66.8	1311 53.2	212 44.5		189 63.2	1454 29.6	2703 33.0	2453 28.9
FOOD TRIPS	22	15		3	5	4	1	1	1	1	11	2		1	5		2
X AVERAGE	1663 8.5	700 21.0		142 18.5	200 28.2	232 19.9	35 42.6	49 11.5	47 18.5	42 14.4	559 22.7	83 17.5		50 16.8	727 14.8		918 10.8
ENTERTAINMENT TRIPS	16	10	1	2	3	3		1		2	7	1			3	1	2
X AVERAGE	781 4.0	312 9.3	28 21.2	81 10.6	80 11.3	129 11.0		25 5.9		55 18.8	261 10.6	24 5.0			243 4.9	110 1.3	253 3.0
TOTAL	19449	3337	133	768	710	1167	81	423	253	294	2463	476		300	4907	8194	8482

Continued...

STEP 2

Automobile

Total Overnight Household
Trips With Auto Costs --
With Pre-Paid

Average Auto Cost Per Overnight Trip -- No Pre-Paid x Total Overnight Household Trips With Auto Costs -- With Pre-paid = A

A ÷ (A+B+C+D+E+F)

Canadian Carrier

Total Overnight Household
Trips With Canadian Carrier
Costs -- With Pre-Paid

Average Canadian Carrier Costs Per Overnight Trip -- No Pre-Paid x Total Overnight Household Trips With Canadian Carrier Costs -- With Pre-Paid = B

B ÷ (A+B+C+D+E+F)

Repeat For:

FOREIGN CARRIER (=C), ACCOMMODATION (=D), FOOD/BEVERAGE (=E), AND ENTERTAINMENT (=F).

EXPENDITURES - OVERNIGHT TRIPS - PRE PAY

		ONTARIO															
	TOTAL	TOTAL	TR1	TR2	TR3	TR4	TR5	TR6	TR7-12	AR1	AR2	AR3	AR3	AR5	OTHER PROV.	U.S.A.	OTHER COUNTRY
PRE-PAID																	
TOTAL TRIPS	49	22	1	5	5	7	1	2	1	2	16	3		1	9	14	4
TOTAL DOLLARS	27293	4551	50	507	790	2394	25	660	125	150	3591	685		125	7501	10359	4882
AUTO	385 1.4	104 2.3		21 4.1		99 4.1					117 3.3					321 3.1	257 5.3
CAN.CARRIER	8412 30.8	740 16.3		66 13.0		353 14.7		274 41.5	67 53.8		367 10.2	226 33.0		25 20.0	3796 50.6	3287 31.7	1467 30.1
FOR.CARRIER	6318 23.1															3195 30.8	1072 22.0
ACCOMMODATION	8749 32.1	2328 51.2	39 78.8	273 53.8	478 60.6	1203 50.3	14 57.4	271 41.1	35 27.7	100 66.8	1911 53.2	305 44.5		79 63.2	2223 29.6	3417 33.0	1412 28.9
FOOD	2333 8.5	954 21.0		94 18.5	222 28.2	475 19.9	11 42.6	76 11.5	23 18.5	22 14.4	815 22.7	120 17.5		21 16.8	1111 14.8		529 10.8
ENTERTAINMENT	1096 4.0	425 9.3	11 21.2	54 10.6	89 11.3	264 11.0		39 5.9		28 18.8	380 10.6	34 5.0			371 4.9	139 1.3	146 3.0

STEP 3

Automobile

Total Overnight Trip Pre-Paid Costs x [A ÷ (A+B+C+D+E+F)] As Appropriate

Canadian Carrier

Total Overnight Trip Pre-Paid Costs x [B ÷ (A+B+C+D+E+F)] As Appropriate

Repeat For:

Foreign Carrier (C)
Accommodation (D)
Food/Beverage (E)
Entertainment (F)

- Pre-Paid Allocation Of Expenditure -- Trips Involving No Overnight Stays

  The same procedures adopted for pre-paid expenditures with overnight stays (previous section) were used to allocate pre-paid expenditures for same-day trips, with the following exception:

  - the accommodation category was excluded from all same-day matrices.

    Thus, same day expenditures for trips with no pre-paid expenditures constitute the basis for allocating pre-paid same day trip expenditures to their appropriate categories. The tables showing the calculations are appended to this document.

- Total Expenditure Allocation

  Subsequent to allocation of same day and overnight trip pre-paid expenditure to appropriate categories, pre-paid expenditures were allocated to the region of the main destination with the exception of "Canadian Carrier". This was allocated to the region of origin. Non-pre-paid expenditure for each category was computed and assigned to a location according to the allocation rules described previously.

- Calculation of Average Expenditure For Ontario Person Trips.

  Once all expenditures were allocated to a location, the average expenditure per person trip in total and by Tourism Regions was calculated. The tables used to calculate these averages are appended.

The numerator for the average was defined to be the total dollars assigned to a region by the allocation rules.

- The denominator was determined as follows:

  Let A = all same day person trips destined to an Ontario region.

  Let B = all overnight person visits in an Ontario region.

  Let C = all person trips with no Ontario stops (same day or overnight) but which had expenditures assigned to an Ontario region[1].

  Let D = proportion of all dollars assigned to Ontario regions for person trips with no Ontario destination[1].

  For each region, the calculation used was:

$$\frac{\text{Total Expenditures}}{A + B + (D \div C)}$$

---

[1] Person trips with no Ontario stops but with expenditures allocated to Ontario were assigned to the same region these expenditures were assigned to and in the same proportion.

$1,219,232,000 was allocated to Ontario on trips with no Ontario stops (see table 351-4). 7,589,000 person trips had no Ontario stop but had expenses assigned to the Province according to the allocation rules (see table 351-7). These trips were assigned to regions in the same proportion as the dollars had been allocated. Thus, 3.36% of the total dollars were assigned to the Southwestern Region ($40,969,000). To generate corresponding trips for calculation of the average expenditure per trip for specific Ontario regions, 3.36% of the total 'no Ontario stop' trips (7,589,000) were assigned to the Southwestern Region.

G. WEIGHTING AND ESTIMATING PROCEDURES

Introduction

The overall objective of the weighting program developed for the 1985 Ontario Travel Survey Update is to provide estimates of trips and expenditures for the Ontario population in 1985. In order to achieve this objective, a number of adjustments had to be made to the data. These are described in detail below, and are briefly outlined here:

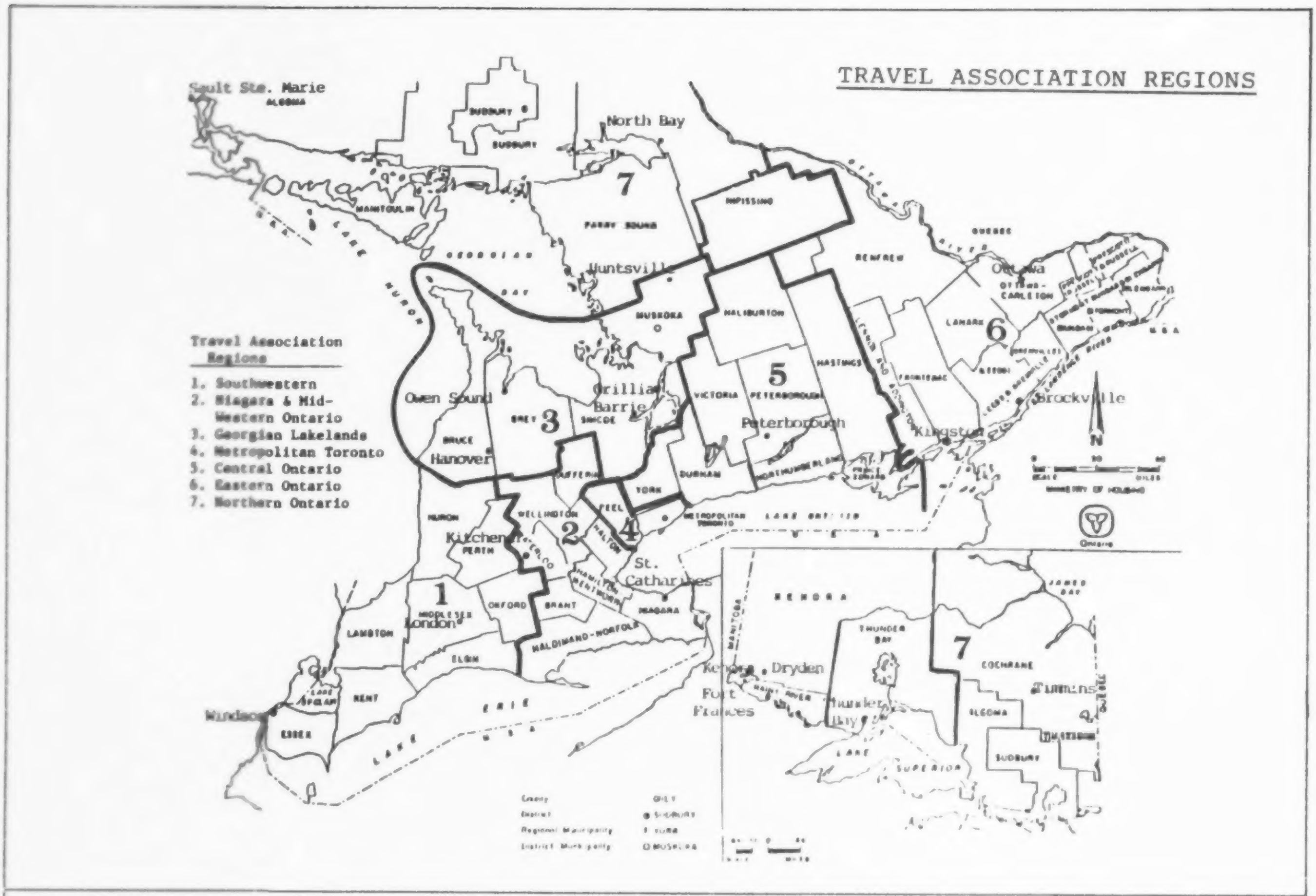
- Equalization Of Monthly Samples

  In order to ensure that household records for trips taken and expenditures made in each month are held constant, the data were adjusted to equalize the monthly sample sizes. This adjustment, in effect, compensates for variation in the placement/acceptance rate in various months and also corrects for the fact that only one set of data was generated for January, 1985.

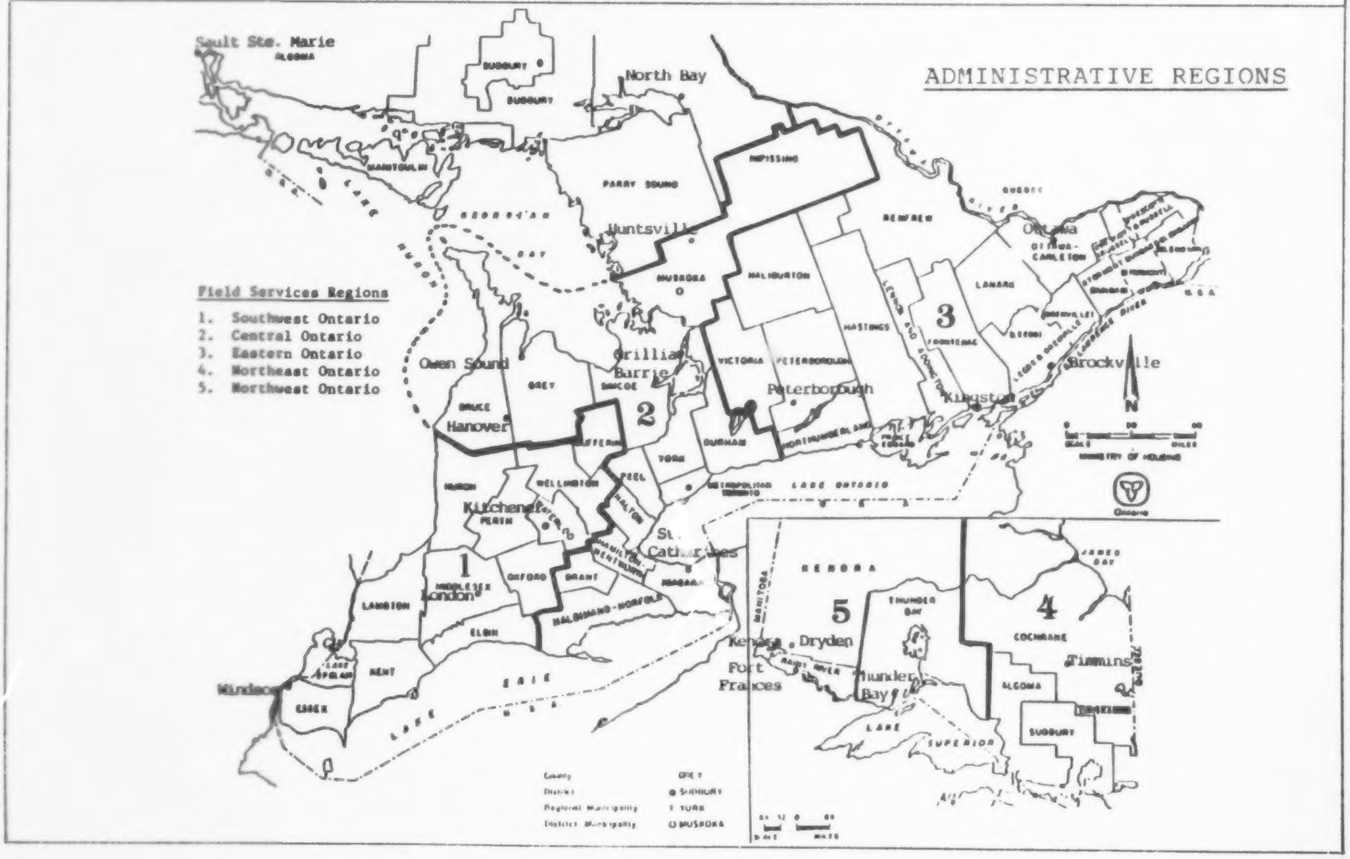
- Adjustments For Household Size And Population Changes During The Survey Period

  Estimates of the Ontario population, by household size and by age and sex cohorts, on a regional basis ,were required so that the ultimate projection of trips and expenditure data could be based on an estimate of the 1985 population of the province.

  Throughout the interactive weighting process, data were examined by month, by geographical location, and by population (at the household and person levels). The tabulations undertaken to produce the final weights are provided, in order, under separate cover.



TRAVEL ASSOCIATION REGIONS



ADMINISTRATIVE REGIONS

Geographical Units

The basic geographical units used in the sample definition, distribution and fieldwork stages of the project were the twelve Ontario Travel Association Regions. Because of the limited sample size, the study was not intended to generate data on regions 7, 8, 9, 10, 11 and 12 separately. These regions, while coded individually, are treated as a single geographic region throughout the weighting and data procesing procedures, and are referred to as region 7/12.

Subsequent to the data collection phase, the Ministry deemed it necessary to examine the data by both the Travel Association Regions and an additional 5 Administrative Regions. Introduction of this new set of geographic variables required that the original weighting plan, modelled on the 1982 survey, be modified. A marginal weighting scheme was designed, and is described in detail in subsequent sections of this document[1].

---

[1] The number of cells that had to be taken into account in generating a weighting scheme increased significantly as a result of adding the five administrative regions to the study design subsequent to the sampling/data collection stages of the project. This increase in cells resulted in certain cells with no records, thus making weighting impossible for these cells. In order to correct for 'empty' cells, replicates of randomly selected records from appropriate 'neighbour' cells were created in the raw data file. These are identified in the data tape by a "9" in column 3 of the record number. Duplicate records were created in the following instances:

- three males 15-17 years in Tr5/Ar3 were duplicated and added to the males 15-17 years in Tr5/Ar2;
- two females 15-17 years in Tr5/Ar2 were duplicated and added to the females in Tr5/Ar3;
- three single-person households in Tr5/Ar3 from May, June, and September were duplicated and added to the sole single person household in this region for July/August (see page 42 for further detailed explanation of this shift); and
- one household record for August in TR7/AR5 was duplicated and used to fill the empty July cell in this region.

ONTARIO TRAVEL STUDY

March 3, 1986

Travel Region 1/Admin. Region 1

31	Perth
32	Oxford
34	Elgin
36	Kent
37	Essex
38	Lambton
39	Middlesex
40	Huron

Travel Region 2/Admin. Region 1

22	Dufferin
23	Wellington
30	Waterloo

Travel Region 2/Admin. Region 2

24	Halton
25	Hamilton/Wentworth
26	Niagara
28	Haldimand/Norfolk
29	Brant

Travel Region 3/Admin. Region 2

41	Bruce
42	Grey
43	Simcoe
44	Muskoka

Travel Region 4/Admin. Region 2

20	Toronto
21	Peel

Travel Region 5/Admin. Region 2

18	Durham
19	York

Travel Region 5/Admin. Region 3

12	Hastings
13	Prince Edward
14	Northumberland
15	Peterborough
16	Victoria
46	Haliburton

Travel Region 6/Admin. Region 3

01	Glengarry
02	Prescott
03	Russell
04	Stormont
05	Dundas
06	Ottawa/Carleton R.M.
07	Grenville
08	Leeds
09	Lanark
10	Frontenac
11	Lennox & Addington
47	Renfrew

Travel Region 6/Admin Region 2

71	Nipissing (east)

Travel Region 7/Admin. Region 2

70	Nipissing (Algonquin Park) (FED 060/EA's 301 & 302; FED 064/EA 317)

Travel Region 7/Admin. Region 4

70	Nipissing (west excl. Algon. Pk.)
73	Parry Sound (east)

Travel Region 8/Admin. Region 4

72	Parry Sound (west)
51	Manitoulin
75	Sudbury Territorial Dist. (east)
53	Sudbury Regional Municipality

Travel Region 9/Admin. Region 4

74	Sudbury Territorial Dist. (west)
57	Algoma

Travel Region 10/Admin. Region 4

54	Timiskaming
56	Cochrane
78	Kenora (east)

Travel Region 11/Admin. Region 5

58	Thunder Bay District
77	Kenora (central)

Travel Region 12/Admin. Region 5

59	Rainy River
76	Kenora (west)

Travel Regions 7-12/Admin. Region 2

70	Nipissing (Algonquin Park)

Travel Regions 7-12/Admin. Region 4

70	Nipissing
72+73	Parry Sound
51	Manitoulin
74+75	Sudbury Territorial Dist.
53	Sudbury Regional Municipality
54	Timiskaming
56	Cochrane
57	Algoma

Travel Regions 7-12/Admin. Region 5

58	Thunder Bay Dist.
59	Rainy River
76+77+78	Kenora

- Derivation Of Tourism/Administrative Region Definitions

The Ministry supplied Ruston/Tomany & Associates Ltd. with the boundaries of the five administrative regions. These, in turn, were incorporated into the data file in a manner that identified both the Tourism Region and the Administrative Region for each household (and trip) record. The following table lists the combinations required to develop unique geographic units combining both types of regions. The breakdown of the county boundaries of each Tr/Ar region is shown opposite.

Travel Region 1/Administrative Region 1
Travel Region 2/Administrative Region 1
Travel Region 2/Administrative Region 2
Travel Region 3/Administrative Region 2
Travel Region 4/Administrative Region 2
Travel Region 5/Administrative Region 2
Travel Region 5/Administrative Region 3
Travel Region 6/Administrative Region 2, 3[1]
Travel Region 7/12/Administrative Region 4
Travel Region 7/12/Administrative Region 5

---

[1] Algonquin Park constituted a separate geographic unit as a result of the Tourism/Administrative region combinations. No completions were obtained in this region (Travel Region 6/ Administrative Region 2) and as a result, no weights could be applied to the cell. In order to correct for this problem while maintaining the population of the Province at its appropriate levels, the 1985 estimate of households/individuals in Algonquin Park (647 households/1348 individuals) was added to the closest geographic unit -- Travel Region 6/Administrative Region 3. Thus, this geographic unit includes all of Nipissing -- both the Park, and the non-Park portions.

1985 Ontario Population By Region

	Total Households	Total Individuals
TR1/AR1:	416,772	1,150,590
TR2/AR1:	168,249	485,392
TR2/AR2:	436,509	1,244,415
TR3/AR2:	188,780	418,147
TR4/AR2:	970,246	2,663,742
TR5/AR2:	193,802	620,877
TR5/AR3:	167,999	369,176
TR6/AR3:	422,606	1,137,382
TR7-12/AR4:	201,398	581,034
TR7-12/AR5:	72,639	244,245
TR1-12/AR1-5:	3,239,000	8,915,000

Once these geographic units were established, population figures for both the households and individuals in each were established.

- **Population Projections**

1981 Statistics Canada census data for Ontario households and population constitute the basis for projecting population to a 1985 level. Census updates for the twelve tourism regions by households (in total and for various household size groupings) and for population (in total and for various age and sex cohorts) were obtained for 1982 and 1983. No regional data were available at the tabulation stage for 1984, and only provincial totals were available for 1985.

Each region was adjusted sequentially from 1981 to 1982, and from 1982 (projected) to 1983. Subsequently, the provincial total for 1985 was applied to the 1983 (projected) figures to yield population figures for 1985.

Population figures used as the projected 1985 total are displayed on the facing page.

- **Adjustment Of The Sample For Designed Disproportionality**

Prior to the application of any weights to the data, adjustments were made to correct for the designed disproportionality introduced at the initial sample selection stage of the project. The following adjustments were made to the raw data:

Travel Association Region 4 x 1,861111
Travel Association Region 6 x 1,040000
Travel Association Region 3 x 0.407407
Travel Association Regions 7/12 x 0.46667

- Development Of Two Monthly Samples For Each Calendar Month And Equalization Of The Monthly Samples

As a result of the two month roll-over diary placement design adopted in the study, the raw data contain only one set of records for January, 1985 (the first recording month). In order to compensate for the absence of a second recording month sample for January, the following steps were taken:

1. The average number of completions for the eleven months for which two sets of trip data were obtained (February through December) was calculated on a regional basis.

2. January data were then adjusted to match the average for the eleven months for which two data sets were available.

This procedure takes the trip recording month as the basic unit for the generation of monthly equalization weights. Each record is then assigned two separate weights, depending on the month for which trips are being recorded, as follows:

	Weighting Factor	Total Monthly Records
January Placements/January Records (adjusted to equalize average records for each other month)	A	January (A)
January Placements/February Records	B	February (B/C)
February Placements/February Records	C	
February Placements/March Records	D	March (D/E)
March Placements/March Records	E	
March Placements/April Records	F	April (F/G)
April Placements/April Records	G	
April Placements/May Records	H	May (H/I)
May Placements/May Records	I	
May Placements/June Records	J	June (J/K)
June Placements/June Records	K	
June Placements/July Records	L	July (L/M)
July Placements/July Records	M	
July Placements/August Records	N	August (N/O)
August Placements/August Records	O	
August Placements/September Records	P	September (P/Q)
September Placements/September Records	Q	
September Placements/October Records	R	October (R/S)
October Placements/October Records	S	
October Placements/November Records	T	November (T/U)
November Placements/November Records	U	
November Placements/December Records	V	December (V/W)
December Placements/December Records	W	

Weights generated by these procedures were applied to the data. A distribution, by household size and region, of the monthly adjusted data was then produced. Weights were subsequently generated to project the monthly adjusted household data to the household population (in total and by household size) (projected)[1]. The data were re-adjusted to ensure a balance by household size/region, and by month. Tabulations detailing this sequence of steps are provided under separate cover.

The sample sizes and adjustment factors by month are as follows:

Month	Sample	Weight	Month	Sample	Weight
January	90	0.722	July	116	0.560
February	153	0.425	August	109	0.596
March	135	0.481	September	120	0.542
April	137	0.474	October	138	0.471
May	122	0.533	November	127	0.512
June	115	0.565	December	128	0.508

At this stage in the household weighting procedure, the data were found to be in their correct proportions by month, household size and region. The adjustments required to achieve this balance of the household sample were then applied to each household record in the following manner:

- two monthly adjustments (first recording month/second recording month); and

- a combined household size region/projection to population factor (based on the equalized monthly sample).

---

[1] A single individual was found to be the only member of the July/August single person household size category in Tr5/Ar3. In order to offset the imbalances that result from a cell comprised of a single record, duplicates of three other records in adjacent months were created and added to this cell. The duplicate records were selected to match household size and region characteristics of the single record in the July and August cell.

The two household weights are embedded in the household record, and are applied to all household data manipulations, and to each individual in the household.

- Population Weighting Procedures

  Once the household weights had been established and embedded in the records, the balanced household data were run by individual household members in various age/sex cohorts by region and by month.

  Through an iterative process, the weighted household data were adjusted so that populations in various age and sex cohorts, by the Tourism/Administrative Regions (shown on page 39), and by month were balanced. These iterations are presented in sequence in the weighting tabulations (under separate cover).

H. SAMPLING ERROR

To estimate the sampling errors in the Ontario Travel Survey Update, a formula has been used which is based on the examination of the replicate samples incorporated into the original sample design. The two replicate samples are clearly identified in the data tapes supplied to the Ministry.

Sampling error was calculated using the replicate samples and a formula attributed to W. Edward Demming:

$$\text{Confidence interval at 95\% confidence level} = \pm \frac{\text{Maximum Percent} - \text{Minimum Percent}}{\text{\# of replicates}}$$

$(t_{95} = 2)$

In essence, this formula utilizes the differences between the replicates to generate the standard error of the estimate or statistic. Subsequently, the confidence interval at the 95% confidence level can be calculated by applying the t_{95} constant.

Data in the survey were carefully examined to determine whether a general formula or "rule of thumb" could be applied to individual statistics or estimates to determine that estimate's or statistic's confidence interval without recourse to the replicate information. Because no consistent pattern in the confidence intervals/sampling error emerged after mapping a large number of individual statistics, it was concluded that no such general formula could be applied to the data. Hence, determination of the confidence interval of each estimate or statistic must be calculated by examining the relationship between the two replicate samples for that estimate or statistic.

A calculation of the Coefficient of Variation was also produced and the class of statistic, or the ratio of sampling error to the estimate is listed in accordance with Statistics Canada, as follows:

$$\text{The Coefficient of Variation} = \frac{\text{Standard Error Estimate}^{1}}{\text{Estimate}}$$

---

[1] $\pm \dfrac{\text{Maximum Percent} - \text{Minimum Percent}}{\text{\# of replicates}}$

YEAR		1982				1985				
SAMPLE SIZE		4312				780(eg. 18% of '82 Sample)				
HOUSEHOLD TRIPS/AVG		#	TOL	CV	CLASS	#	TOL	CV	CLASS	SIGNIFICANCE TEST
ANY DESTINATIONS	Trips	48851K	±4.10%	2.0	C	54042K	±7.90%	3.9	D	Not Sig
	Avg/HH	16.2	±0.66 tr/hh	2.0	C	16.7	±1.23 tr/hh	3.0	D	Not Sig
ONT. DESTINATION	Trips	44124K	±4.40%	2.2	C	46928K	±10.80%	5.4	E	Not Sig
	Avg/HH	14.7	±0.64 tr/hh	2.2	C	14.4	±1.56 tr/hh	5.4	E	Not Sig
PERSON TRIPS TAKEN/AVG										
ANY DESTINATIONS	Trips	90200K	±4.40%	2.2	C	97522K	±10.30%	5.1	E	Not Sig
	Avg/Person	10.32	±0.45 tr/p	2.2	C	10.93	±1.16 tr/p	5.1	E	Not Sig
ONT. DESTINATIONS	Trips	81960K	±4.20%	2.1	C	85484K	±13.00%	6.5	E	Not Sig
	Avg/Person	9.4	±0.39 tr/p	2.1	C	9.5	±1.24 tr/p	6.5	E	Not Sig
PERSON NIGHTS/AVG										
ONT. DESTINATIONS	Trips	82943K	N/A	N/A	N/A	85188K	±60.00%	30.0	H	
	Avg/Person	9.5	N/A	N/A	N/A	9.6	±5.76 tr/p	30.0	H	
EXPENDITURES/AVG										
IN ONTARIO	Amount	$ 4055M	N/A	N/A	N/A	$ 5138M	±1.5%	0.75	B	Sig
	Avg/HH	$1347.45	N/A	N/A	N/A	$1586.37	±23.79 tr/hh	0.75	B	Sig
	82 $'s	$ 4055M	N/A	N/A	N/A	$ 4418M	±1.5%	0.75	B	Sig
	82 $'s	$1347.45	N/A	N/A	N/A	$1364.03	±20.45 tr/hh	0.75	B	Sig
POPULATION		8744K				8915K				
HOUSEHOLDS		3010K				3239K				

1. Tolerance (stated as a percentage or as an amount as indicated)
2. Coefficient of Variation (stated as a percentage)
3. Statistics Canada
   Classes of Coefficient of Variation

tr/hh = trips per household
tr/p = trips per person
82$'s = '82 dollars
K = thousands
M = millions

Classes of Statistic

A	.0- .59	
B	.6- 1.0	
C	1.1- 2.5	
D	2.6- 5.0	
E	5.1-10.0	
F	10.1-16.5	
G	16.6-25.0	
H	25.1-33.3	
J	33.4+	unpublishable

Table of Confidence Intervals and Coefficient of Variation

Confidence Intervals[1] : 95% Confidence Level
Coefficient of Variation[2] : Class of Coefficient

	Household Trips		Person Trips		Expenditure	
	±%[1]	CV[2]	±%[1]	CV[2]	±%[1]	CV[2]
Any Trips	7.9	D	10.3	E	3.1	C
Ontario Trips	10.8	E	13.0	E	1.5	B

The Class of Coefficient is the measure of the accuracy of an estimate, and its calculation can be undertaken on a raw number or a percentage figure (see facing table).

The letters shown as a class of statistic represent statements of the reliability of the figures. Each letter is associated with a range of standard error calculated at one standard deviation. The range for each letter is listed above.

The alphabetic indicators can be used to calculate the range in which any of the figures lies. For example, in the 1985 Ontario Travel Survey, the number of person trips made by Ontarians to destinations within the province is 85,484,000. This figure has an indicator of (E). This means that the standard error for this estimate lies between 5.1 percent and 10.0 percent. By using a conservative approach to the datum, the estimated standard error can be as large as 10.0 percent of the 85,484,000. Therefore, in estimating the range at a 95 percent confidence level, the range will be 6,838,720 to 10,258,080 person trips for Ontario residents travelling within the province.

Classes of coefficients are determined by examination of replicate data for individual statistics and cannot be established "by formula" or "rule of thumb" for this study. Instead, examination of the data base, by replicate, is required to obtain the class of coefficient for figures not shown.

ALLOCATION OF PRE-PAID EXPENDITURES -- SAME DAY TRIPS

EXPENDITURES - SAME DAY TRIPS - NO PRE PAY

		ONTARIO														
	TOTAL	TOTAL	TR1	TR2	TR3	TR4	TR5	TR6	TR7-12	AR1	AR2	AR3	AR3	AR5	OTHER PROV.	U.S.A.	OTHER COUNTRY
TOTAL H/H DAY TRIPS (NON-PP)	1389	1315	176	242	176	228	154	179	160	268	625	262	134	26	33	41	
AUTO EXPENSE TRIPS	789	747	73	133	109	114	96	105	117	134	339	157	101	16	19	23	
AVERAGE EXPENSE	20.68	20.53	18.85	18.14	16.99	19.35	20.51	17.92	31.09	18.52	18.67	18.39	29.07	43.81	21.32	25.09	
CAN. CARRIER EXPENSE TRIPS	27	25	4	1	1	14		3	2	5	15	3		2	1	1	
AVERAGE EXPENSE	66.30	49.88	77.25	2.00	4.00	13.86		236.67	14.00	62.20	13.20	236.67		14.00	465.00	78.00	
FOR. CARRIER EXPENSE TRIPS	4															4	
AVERAGE EXPENSE	210.00															210.00	
ACCOMMODATION EXPENSE TRIPS																	
AVERAGE EXPENSE																	
FOOD EXPENSE TRIPS	885	835	108	146	114	155	86	108	118	167	397	153	101	17	22	28	
AVERAGE EXPENSE	21.16	21.11	13.62	27.58	13.25	18.41	21.08	23.64	28.79	14.46	21.72	20.84	30.23	20.24	16.27	26.46	
ENTERTAINMENT EXPENSE TRIPS	212	184	29	22	26	47	26	21	13	39	102	30	9	4	15	13	
AVERAGE EXPENSE	22.99	22.48	11.48	35.73	24.65	17.19	17.15	17.10	58.69	20.23	21.14	14.27	81.78	6.75	31.07	20.85	

Continued...

EXPENDITURES - SAME DAY TRIPS - PRE PAY

		ONTARIO													OTHER		OTHER
	TOTAL	TOTAL	TR1	TR2	TR3	TR4	TR5	TR6	TR7-12	AR1	AR2	AR3	AR3	AR5	PROV.	U.S.A.	COUNTRY
WITH PRE-PAID																	
AUTO TRIPS																	
X AVERAGE																	
CAN.CARRIER TRIPS	13	10	2	3		4	1			4	6				3		
X AVERAGE	862 71.9	499 65.4	154 85.0	6 3.6		55 44.6				249 74.8	79 34.8				1395 93.7		
FOR.CARRIER TRIPS																	
X AVERAGE																	
ACCOMMODATION TRIPS																	
X AVERAGE																	
FOOD TRIPS	4	4	2	2						3	1						
X AVERAGE	85 7.1	84 11.1	27 15.0	55 32.8						43 13.0	22 9.5						
ENTERTAINMENT TRIPS	11	8		3		4	1			2	6				3		
X AVERAGE	253 21.1	180 23.6		107 63.7		69 55.4	17 100.0			40 12.2	127 55.7				93 6.3		
TOTAL	1199	763	182	168		124	17			333	228				1488		

Continued...

EXPENDITURES - SAME DAY TRIPS - PRE PAY

		ONTARIO															
	TOTAL	TOTAL	TR1	TR2	TR3	TR4	TR5	TR6	TR7-12	AR1	AR2	AR3	AR3	AR5	OTHER PROV.	U.S.A.	OTHER COUNTRY
PRE-PAID																	
TOTAL TRIPS	13	10	2	3		4	1			4	6				3		
TOTAL DOLLARS	569	348	36	67		155	90			75	273				221		
AUTO																	
CAN.CARRIER	409	227	31	2		69				56	95				207		
	71.9	65.4	85.0	3.6		44.6				74.8	34.8				93.7		
FOR.CARRIER																	
ACCOMMODATION																	
FOOD	40	39	5	22						10	26						
	7.1	11.1	15.0	32.8						13.0	9.5						
ENTERTAINMENT	120	82		43		86	90			9	152				14		
	21.1	23.6		63.7		55.4	100.0			12.2	55.7				6.3		

CALCULATION OF AVERAGE EXPENDITURE

ONTARIO EXPENDITURE FOR EACH TRAVEL REGION BY ORIGIN

		REGION OF ORIGIN						
	TOTAL	TR-1	TR-2	TR-3	TR-4	TR-5	TR-6	TR-1/7
TOTAL	5138243	603527	964518	386429	1282066	504238	731166	666299
REGION OF EXPENDITURE								
TR-1	475386	352141	34604	15386	33161	17119	2062	20912
TR-2	943670	79266	614528	47566	118731	29785	38118	15676
TR-3	386807	31884	36552	127834	140334	19593	4168	26442
TR-4	1610208	63595	140204	120459	771451	113176	165063	236259
TR-5	512148	36343	30366	39165	124235	247710	31068	3260
TR-6	679127	31492	24473	15634	44366	76551	482346	4266
TR-7/12	530897	8806	83791	20385	49788	303	8341	359483

Continued...

ONTARIO OVERNIGHT STOPS FOR EACH TRAVEL REGION BY ORIGIN

		REGION OF ORIGIN						
	TOTAL	TR-1	TR-2	TR-3	TR-4	TR-5	TR-6	TR-1/7
PERSON VISITS (OVERNIGHT)								
TOTAL	34622	5277	5337	1650	9307	6103	3577	3370
TR-1	4023	2063	523	204	399	593	21	220
TR-2	4035	1019	860	501	783	496	283	93
TR-3	4877	500	738	337	2641	269	152	239
TR-4	5188	790	1079	220	1186	588	831	495
TR-5	7760	527	416	124	3289	2815	557	33
TR-6	4516	276	367	106	610	1342	1691	125
TR-7/12	4222	101	1355	160	398		43	2164

Continued...

PERSON TRIPS FOR EACH TRAVEL REGION BY ORIGIN

		REGION OF ORIGIN						
	TOTAL	TR-1	TR-2	TR-3	TR-4	TR-5	TR-6	TR-1/7
PERSON TRIPS (SAME DAY)								
MAIN DESTINATION ONTARIO								
TOTAL	54133	7469	12445	4285	11242	7700	7639	3353
TR-1	6885	5160	1367	163	98			97
TR-2	13563	1372	6110	740	4400	922	19	
TR-3	5696	289	775	1735	2245	651		
TR-4	9597	491	3626	1180	2114	2142	19	27
TR-5	7780	127	421	348	2385	3566	933	
TR-6	7147	30		29		420	6668	
TR-7/12	3465		145	90				3230

Table 351

BALANCE OF PERSON TRIPS OUTSIDE ONTARIO WITH ONTARIO EXPENDITURE

	TOTAL	
TOTAL	1219232	
TR-1[*] OR-1[**]	33702 2.764	
TR-1 OR-2	533 .044	
TR-1 OR-3	785 .064	$40,969,000
TR-1 OR-4	5382 .441	3.36
TR-1 OR-5	131 .011	
TR-1 OR-6	327 .027	
TR-1 OR-7	109 .009	
TR-2 OR-1	1787 .147	
TR-2 OR-2	262683 21.545	
TR-2 OR-3	1968 .161	
TR-2 OR-4	13722 1.125	
TR-2 OR-5	328 .027	
TR-2 OR-6	781 .064	
TR-2 OR-7	315 .026	
TR-3 OR-1		

Continued...

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[*] Travel region to which expenditures were allocated according to the allocation rules.

[**] Region of origin of trip.

Table 351

BALANCE OF PERSON TRIPS OUTSIDE ONTARIO WITH ONTARIO EXPENDITURE

	TOTAL
TR-3 OR-2	
TR-3 OR-3	17256 1.415
TR-3 OR-4	
TR-3 OR-5	
TR-3 OR-6	
TR-3 OR-7	
TR-4 OR-1	
TR-4 OR-2	
TR-4 OR-3	
TR-4 OR-4	645889 52.975
TR-4 OR-5	
TR-4 OR-6	
TR-4 OR-7	
TR-5 OR-1	
TR-5 OR-2	
TR-5 OR-3	

Continued...

Table 351

BALANCE OF PERSON TRIPS OUTSIDE ONTARIO WITH ONTARIO EXPENDITURE

	TOTAL
TR-5 OR-4	
TR-5 OR-5	9051 .742
TR-5 OR-6	
TR-5 OR-7	
TR-6 OR-1	1199 .098
TR-6 OR-2	807 .066
TR-6 OR-3	1082 .089
TR-6 OR-4	8526 .699
TR-6 OR-5	230 .019
TR-6 OR-6	178252 14.620
TR-6 OR-7	195 .016
TR-7 OR-1	1978 .162
TR-7 OR-2	1193 .098
TR-7 OR-3	1814 .149
TR-7 OR-4	14612 1.198
TR-7 OR-5	295 .024

Continued...

Table 351

BALANCE OF PERSON TRIPS OUTSIDE ONTARIO WITH ONTARIO EXPENDITURE

	TOTAL
TR-7 OR-6	842 .069
TR-7 OR-7	13457 1.104
TOTAL PERSON TRIPS	7589

Table 352

ONTARIO EXPENDITURE FOR EACH ADMIN REGION BY ORIGIN

		REGION OF ORIGIN				
	TOTAL	AR-1	AR-2	AR-3	AR-4	AR-5
TOTAL	5138243	1061811	2461690	948442	601308	64991
AR-1	879529	665315	165257	20050	26031	2876
AR-2	2727677	306497	1854517	292512	255788	18364
AR-3	992799	73955	304636	610045	4134	29
AR-4	461491	15900	107047	25786	310809	1949
AR-5	76748	145	30233	50	4547	41773

Continued...

Table 352

ONTARIO OVERNIGHT STOPS FOR EACH ADMIN REGION BY ORIGIN

PERSON OVERNIGHT STOPS

		REGION OF ORIGIN				
	TOTAL	AR-1	AR-2	AR-3	AR-4	AR-5
TOTAL	34622	7594	17660	5997	3078	292
AR-1	5545	2965	2123	226	221	11
AR-2	14792	3481	8426	2035	757	93
AR-3	10087	869	5400	3692	125	
AR-4	3472	280	1184	43	1890	76
AR-5	725		527		85	113

Continued...

PERSON TRIPS FOR EACH ADMIN REGION BY ORIGIN

	TOTAL	REGION OF ORIGIN AR-1	AR-2	AR-3	AR-4	AR-5
PERSON TRIPS						
MAIN DESTINATION ONTARIO						
TOTAL	54133	12212	28659	9908	2817	536
AR-1	10914	7716	3040	61	97	
AR-2	29214	4449	23734	1004	27	
AR-3	10541	47	1650	8843		
AR-4	2867		187		2681	
AR-5	598		49		13	536

```
Table 353

                         BALANCE OF PERSON TRIPS OUTSIDE ONTARIO WITH ONTARIO EXPENDITURE
                              TOTAL
                         ----------

TOTAL                       1219232

AR-1 OR-1                    206176
                             16.910

AR-1 OR-2                      7606
                               .624

AR-1 OR-3                       339
                               .028

AR-1 OR-4                        88
                               .007

AR-1 OR-5                        22
                               .002

AR-2 OR-1                      3116
                               .256

AR-2 OR-2                    785505
                             64.426

AR-2 OR-3                     1211.
                               .099

AR-2 OR-4                       359
                               .029

AR-2 OR-5                        79
                               .006

AR-3 OR-1                      1076
                               .088

AR-3 OR-2                      9703
                               .796

AR-3 OR-3                    178560
                             14.645

AR-3 OR-4                       129
                               .011

AR-3 OR-5                        29
                               .002

Continued...
```

Table 353

BALANCE OF PERSON TRIPS OUTSIDE ONTARIO WITH ONTARIO EXPENDITURE

	TOTAL
AR-4 OR-1	1153 .095
AR-4 OR-2	9387 .770
AR-4 OR-3	424 .035
AR-4 OR-4	9497 .779
AR-4 OR-5	29 .002
AR-5 OR-1	99 .008
AR-5 OR-2	751 .062
AR-5 OR-3	50 .004
AR-5 OR-4	14 .001
AR-5 OR-5	3831 .314
TOTAL PERSON TRIPS	7589

TRIP DIARY

YOUR TRIP DIARY

This diary is for recording all trips taken by any member of your household who is 15 years or older.

For this survey, a trip means anytime you or any member of your household travels to a place at least 25 mi/40 km (one way) from your permanent residence.

The following types of trips should not be included in this study even if they meet the minimum distance requirement:

- commuting to school or work
- travelling as an operator or crew member
- sales calls or deliveries
- moving to a new residence
- trips that begin and end entirely within the boundaries of Metropolitan Toronto

Include in your household diary all trips that end during

________________ AND ________________, 1985

Include trips of this distance that involve overnight stays as well as those that do not. Make sure that you include trips of this distance to places such as a cottage, farm, chalet. Also, don't forget to include trips outside of the province as well as those within.

For the purpose of recording which household members, 15 years and over, went on a trip, please use the diary code indicated below.

DIARY CODE FOR HOUSEHOLD MEMBERS 15 YEARS AND OVER

	Usual First Name Of Household Members 15+	Diary Code-Person Letter
Diary Keeper.................	________________	A
Other H/H Members 15 years of age or more		
Oldest..........	________________	B
....	________________	C
....	________________	D
....	________________	E
....	________________	F
....	________________	G
Youngest..........	________________	H

FOR OFFICE USE ONLY:

LOCATION ☐☐☐☐☐ 1-2-3-4-5- H/H ☐☐ 6- 7- 8-3

SOME COMMONLY ASKED QUESTIONS

WHAT'S THE SURVEY FOR?

The Ontario government needs to know the travel habits of people who live in Ontario in order to plan for the facilities and services which will be needed during the next few years.

WHY SHOULD I TAKE PART IN THIS SURVEY?

Here's your chance to influence the types of travel programs and facilities that will be made available to people living in Ontario.

BUT, I DON'T TRAVEL MUCH!

That's very important for us to know. We are just as interested to learn that no trips or just a few trips were taken, as we are to know about multiple trips taken by a household.

BUT I MAY NOT BE HOME TO RECORD EVERYONE'S TRIPS THROUGHOUT THE SURVEY PERIOD

That doesn't matter as long as you are home before the survey period is over and then fill in the diary for trips others took while you were away. Of course, we are interested in the trip you took while you were away.

IT LOOKS COMPLICATED!

It's simple to do. Each trip record will take only a few minutes to complete. In case you have any questions, the diary includes the following sections:

TRIP EXAMPLES - Immediately following you will see how easy it is to record a trip when you look at the trip examples we have provided.

TRIP RECORDS - Where you record the details of any trips at least 25 miles/40 km one way from home.

THE GUIDE - In this section a detailed account of how to go about filling in the Trip Record is provided, and includes a glossary of terms and definitions for your reference.

REMEMBER, WE WILL CALL YOU IN A FEW DAYS TO SEE HOW YOU ARE DOING AND TO ANSWER ANY QUESTIONS YOU MAY HAVE.

TRIP EXAMPLES

TRIP DIARY EXAMPLES

Example 1:

On Friday, July 9, the Williams family (Mom, Dad and daughter Sally, 8 years of age) set out on a summer vacation. On their way to a camping site near Haliburton, they stop to visit friends at their cottage outside of Peterborough. While visiting their friends, they go to a local museum, and have dinner at a restaurant in town. After spending two nights with their friends, they set out for seven days and nights of camping. They return home directly from the Haliburton camp site on July 18.

Trip Number	01
Day Of Week Trip Started	Friday
Date Trip Started	July 9
Date Trip Finished	July 18
Main Destination	Haliburton
Distance To Main Destination	200 Miles
Household Members On Trip:	
Persons 15 Years And Over (Which Ones?)	Lynne & Richard (Diary Codes A & B)
Persons Under 15 Years (How Many?)	One
Trip Purpose:	
Main Purpose	Recreation/Pleasure
Other Purpose	Visiting Friends
Activities:	
Activities At Main Destination	Engaged In Outdoor Activities
Activites At Other Times/Places	Visited With Friends Attended A Museum Went To A Restaurant To Eat
Nights Away	Total Nights Away Outside Ontario: None Total Nights Away Inside Ontario: 9 Nights
	Peterborough -- 2 Nights
	Haliburton -- 7 Nights
Accommodation Inside Ontario	Stayed With Friends -- 2 Nights
	Camping -- 7 Nights
Trip Expenses	Nothing Pre-paid
	Expenses While On Trip In Ontario: Transportation: Gas $75; Accommodation: Camping Fees $42; Food: $145; Retail/Other: Fishing Tackle & Bait $33; Film $ 5 Outside Ontario: None

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TRIP DATES

1. In the spaces below, record trip number, day of week and date the trip started, and the date the trip ended.

Trip No. 0 1 9

Day of week trip started (CIRCLE ONE): 11 Sun Mon Tues Wed Thurs [✓ Fri] Sat

Date trip started: Day 0 9 12 Month 0 7 14

Date trip ended: Day 1 8 16 Month 0 7 18

MAIN DESTINATION

2. What was the MAIN destination of this trip? (IF YOU HAD MORE THAN ONE MAIN DESTINATION OR NO SINGLE MAIN DESTINATION ON THIS TRIP, WRITE IN THE ONE DESTINATION FURTHEST FROM HOME.)

City/Town Haliburton 20 21 22 Province/U.S. State Ontario 23 24 25 Country Canada 26 27

DISTANCE

3. About how far away from your home is the destination you entered in Q.2? Write in your best approximation in either miles or kilometres (ENTER ON THE APPROPRIATE LINE BELOW).

Miles 0 0 2 0 0 28 Kilometres 33

TRIP MEMBERS

4. Which household members 15 years or older, went along on this trip? (REFER TO CODES LISTED IN DIARY, AND CIRCLE THE CODES FOR THE PEOPLE WHO WENT ON THIS TRIP)

[✓ A] 38 [✓ B] 39 C 40 D 41 E 42 F 43 G 44 H 45

5. How many household members UNDER 15 years of age went on this trip? (CHECK BOX IF "NONE" OR WRITE IN NUMBER IN THE SPACES PROVIDED)

NONE ☐ NUMBER 0 1 46 47

TRIP PURPOSE

6 What were the reasons for taking this trip?

	Visiting friends/ relatives	Convention	Other Business	Shopping	Personal Business	Dining at Restaurant	Recreation/ Pleasure	NO OTHER PURPOSE
-a) **MAIN PURPOSE** (CHECK ONE ONLY)	48 ☐	☐	☐	☐	☐	☐	☑	
-b) **OTHER PURPOSES** (CHECK ALL THAT APPLY)	49 ☑	☐	☐	☐	☐	☐	☐	56 ☐

57/80

ACTIVITIES

8 4

7 **AT MAIN DESTINATION**

-a) Which of the following activities did any household members engage in at or around the area of the Main Destination?

Engaged in........Outdoor/Sporting Activity........ ☑ 11
...Sightseeing/Touring .... ☐
...Personal Business .... ☐
...Business/Conventions .... ☐
Went................Shopping .... ☐
...To A Restaurant To Eat .... ☐
...On Boat/Rail Tours .... ☐
...To Historical Sites .... ☐ 18

Attended..........Sporting Events .... ☐ 19
...Museums/Galleries .... ☐
...Exhibitions/Fairs/Special Events .... ☐
...Attractions/Zoos/Amusement Parks .... ☐
...Live Theater/Dance/Music Concerts .... ☐
Visited With Friends/Relatives .... ☐
Other .... ☐ 25

AT OTHER PLACES

-b) What activities did any household members engage in elsewhere on the trip (NOT IN OR AROUND AREA OF MAIN DESTINATION)? IF NO ACTIVITIES CHECK "NONE" BOX.

Engaged in........Outdoor/Sporting Activity........ ☐ 26
...Sightseeing/Touring .... ☐
...Personal Business .... ☐
...Business/Conventions .... ☐
Went................Shopping .... ☐
...To A Restaurant To Eat .... ☑
...On Boat/Rail Tours .... ☐
...To Historical Sites .... ☐ 33

Attended..........Sporting Events .... ☐ 34
...Museums/Galleries .... ☑
...Exhibitions/Fairs/Special Events .... ☐
...Attractions/Zoos/Amusement Parks .... ☐
...Live Theater/Dance/Music Concerts .... ☐
Visited With Friends/Relatives .... ☑
Other .... ☐
NONE .... ☐ 41

NIGHTS AWAY

8-a) In total, how many nights, if any, were spent away from home, OUTSIDE ONTARIO, on this trip? (RECORD NUMBER IN BOXES PROVIDED. IF NO NIGHTS SPENT AWAY OUTSIDE ONTARIO, WRITE IN 00)

00
42

-b) In total, how many nights, if any, were spent away from home, INSIDE ONTARIO, on this trip? (RECORD NUMBER IN BOXES PROVIDED. IF NO NIGHTS SPENT AWAY INSIDE ONTARIO, WRITE IN 00)

09 IF NONE (00), SKIP TO Q.10 — TRIP EXPENSES
44

NIGHTS SPENT AWAY IN ONTARIO

9-a) On each line below write in the name of the city/town in which at least one night was spent away from home INSIDE ONTARIO on this trip.

-b) Opposite each city/town, write in the number of nights spent in that city/town on this trip.

	9-a) City/Town		9-b) Number of Nights		9-a) City/Town		9-b) Number of Nights
1st	Peterborough	46	02 71	4th		61	77
2nd	Haliburton	51	07	5th		66	
3rd		56					

ACCOMMODATION

-c) Taking all the nights spent away from home INSIDE ONTARIO, in total, write in the number of nights that were spent at each of the types of accommodation listed below.

8-5
8
10

	Hotel/ Motor Hotel	Motel	Resort Lodge	Commercial Cottage/ Cabin	Camping/ Trailer Park	Outfitter/ Outpost	Private Cottage (for own use)	Stayed with Friends/ Relatives	Marina/ Unorganized Anchorage
Number of nights	11	13	15	17	07 19	21	23	02 25	27

TRIP EXPENSES FOR ALL HOUSEHOLD MEMBERS

PRE-PAID PACKAGES

10-a) Were two or more expense items (i.e., transportation, accommodation, food, entertainment) paid together, in advance, as part of a pre-paid package or tour?

Yes 29 ☐ No ☑ SKIP TO Q. 11.— EXPENSES BY CATEGORY

-b) Check the items below which were included in the pre-paid package or tour on this trip. (MUST INCLUDE AT LEAST TWO ITEMS LISTED BELOW)

ACCOMMODATION ....30 ☐
FOOD .... ☐
ENTERTAINMENT .... ☐

TRANSPORTATION
Canadian Carrier (Air, Train, Bus, Ship) ....33 ☐
Foreign Carrier (Air, Train, Bus, Ship) .... ☐
Auto Rental .... ☐

-c) Write in below the total amount paid for all household members for the pre-paid package or tour. (RECORD IN CANADIAN DOLLARS)

$ ____ .00
36

EXPENSES BY CATEGORY
INCLUDE ALL CASH/TRAVELLERS CHEQUES/CHEQUES/CREDIT CARD EXPENSES, AND RECORD IN CANADIAN DOLLARS.

11. Write in the amount spent by all household members while on this trip for each category listed below. (DO NOT INCLUDE PRE-PAID PACKAGE/TOUR COSTS).

In the left column, enter the amount(s) spent IN ONTARIO. In the right column, enter the amount(s) spent OUTSIDE ONTARIO.

RECORD IN CANADIAN DOLLARS. IF NO MONEY SPENT, CHECK APPROPRIATE BOX.

8-6
9
10

	AMOUNT SPENT IN ONTARIO	AMOUNT SPENT OUTSIDE ONTARIO
	41 No Money Spent ☐	11 No Money Spent ☑
Automobile (includes rental)	42 $ 00075 .00	12 $ .00
Local Transportation (Taxi, Public Transit, etc.)	46 $ .00	16 $ .00
Canadian Carrier (Air, Train, Bus, Ship)	50 $ .00	20 $ .00
Foreign Carrier (Air, Train, Bus, Ship)	54 $ .00	24 $ .00
Accommodation	58 $ 00042 .00	28 $ .00
Food/Beverage	62 $ 01145 .00	32 $ .00
Recreation/Pleasure	66 $ .00	36 $ .00
Retail/Other Miscellaneous	70 $ 00038 .00	40 $ .00
TOTAL	74 $ 00300 .00	44 $ .00

TRIP EXAMPLE 2

Example 2:

The Shavers live on a farm in the Ottawa Valley. Every Wednesday night, Mrs. Shaver must drive her daughter Sarah (aged 11 years) to her music lessons in the town of Arnprior, a drive of thirty miles from home. On this particular Wednesday, September 9th, Mrs. Shaver brought her teenage son David along (17 years) and while Sarah attended her music lesson, Mrs. Shaver and David spent some time at the local fair. While at the fair, they spent $4.00 on games of chance and $2.00 on refreshments. This particular trip is the second trip entered in the Shaver's Trip Diary.

Trip Number	02
Day Of Week Trip Started	Wednesday
Date Trip Started	September 9
Date Trip Finished	September 9
Main Destination	Arnprior
Distance To Main Destination	30 miles
Household Members On Trip:	
Persons 15 Years And Over (Which Ones?)	Mrs. Shaver & David (Diary Codes A & C)
Persons Under 15 Years (How Many?)	One
Trip Purpose:	
Main Purpose	Personal Business
Other Purpose	Pleasure
Activities:	
Activities At Main Destination	Attended Fair Engaged In Personal Business
Activities At Other Times/Places	NONE
Nights Away	None
Trip Expenses	Nothing Pre-paid Expenses While On Trip In Ontario: Food $2.00; Recreation/Pleasure: Entertainment $4.00 Outside Ontario: None

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E
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TRIP DATES

1. In the spaces below, record trip number, day of week and date the trip started, and the date the trip ended.

Trip No. 0 2 (9)

Day of week trip started (CIRCLE ONE): Sun (11) Mon Tues [✓ Wed] Thurs Fri Sat

Date trip started: Day 0 9 (12) Month 0 9 (14)

Date trip ended: Day 0 9 (16) Month 0 9 (18)

MAIN DESTINATION

2. What was the MAIN destination of this trip? (IF YOU HAD MORE THAN ONE MAIN DESTINATION OR NO SINGLE MAIN DESTINATION ON THIS TRIP, WRITE IN THE ONE DESTINATION FURTHEST FROM HOME.)

City/Town Arnprior (20 21 22) Province/U.S. State Ontario (23 24 25) Country Canada (26 27)

DISTANCE

3. About how far away from your home is the destination you entered in Q.2? Write in your best approximation in either miles or kilometres (ENTER ON THE APPROPRIATE LINE BELOW)

Miles 0 0 0 3 0 (28) Kilometres ______ (33)

TRIP MEMBERS

4. Which household members 15 years or older, went along on this trip? (REFER TO CODES LISTED IN DIARY, AND CIRCLE THE CODES FOR THE PEOPLE WHO WENT ON THIS TRIP)

[✓ A] (38) B (39) [✓ C] (40) D (41) E (42) F (43) G (44) H (45)

5. How many household members UNDER 15 years of age went on this trip? (CHECK BOX IF "NONE" OR WRITE IN NUMBER IN THE SPACES PROVIDED)

NONE ☐ NUMBER 0 1 (46 47)

TRIP PURPOSE

6. What were the reasons for taking this trip?

	Visiting friends/ relatives	Convention	Other Business	Shopping	Personal Business	Dining at Restaurant	Recreation/ Pleasure	NO OTHER PURPOSE
-a) **MAIN PURPOSE** (CHECK ONE ONLY)	48 ☐	☐	☐	☐	☑	☐	☐	
-b) **OTHER PURPOSES** (CHECK ALL THAT APPLY)	49 ☐	☐	☐	☐	☐	☐	☑	56 ☐

57/80

ACTIVITIES

5 4

7 -a) **AT MAIN DESTINATION**

Which of the following activities did any household members engage in at or around the area of the Main Destination?

Engaged in........Outdoor/Sporting Activity ☐ 11
...Sightseeing/Touring ☐
...Personal Business ☑
...Business/Conventions ☐
Went..........Shopping ☐
...To A Restaurant To Eat ☐
...On Boat/Rail Tours ☐
...To Historical Sites ☐ 18

Attended..........Sporting Events ☐ 19
...Museums/Galleries ☐
...Exhibitions/Fairs/Special Events ☑
...Attractions/Zoos/Amusement Parks ☐
...Live Theater/Dance/Music Concerts ☐
Visited With Friends/Relatives ☐
Other ☐ 25

-b) **AT OTHER PLACES**

What activities did any household members engage in elsewhere on the trip (NOT IN OR AROUND AREA OF MAIN DESTINATION)? IF NO ACTIVITIES CHECK "NONE" BOX.

Engaged in........Outdoor/Sporting Activity ☐ 26
...Sightseeing/Touring ☐
...Personal Business ☐
...Business/Conventions ☐
Went..........Shopping ☐
...To A Restaurant To Eat ☐
...On Boat/Rail Tours ☐
...To Historical Sites ☐ 33

Attended..........Sporting Events ☐ 34
...Museums/Galleries ☐
...Exhibitions/Fairs/Special Events ☐
...Attractions/Zoos/Amusement Parks ☐
...Live Theater/Dance/Music Concerts ☐
Visited With Friends/Relatives ☐
Other ☐
NONE ☑ 41

NIGHTS AWAY

8-a) In total, how many nights, if any, were spent away from home, OUTSIDE ONTARIO, on this trip? (RECORD NUMBER IN BOXES PROVIDED. IF NO NIGHTS SPENT AWAY OUTSIDE ONTARIO, WRITE IN 00)

0 0
42

-b) In total, how many nights, if any, were spent away from home, INSIDE ONTARIO, on this trip? (RECORD NUMBER IN BOXES PROVIDED. IF NO NIGHTS SPENT AWAY INSIDE ONTARIO, WRITE IN 00)

0 0 IF NONE (00), SKIP TO Q.10 — TRIP EXPENSES
44

NIGHTS SPENT AWAY IN ONTARIO

9-a) On each line below write in the name of the city/town in which at least one night was spent away from home INSIDE ONTARIO on this trip.

-b) Opposite each city/town, write in the number of nights spent in that city/town on this trip.

	9-a) City/Town	9-b) Number of Nights		9-a) City/Town	9-b) Number of Nights
1st	____ 46	☐☐ 71	4th	____ 61	☐☐ 77
2nd	____ 51	☐☐	5th	____ 66	☐☐
3rd	____ 56	☐☐			

ACCOMMODATION

-c) Taking all the nights spent away from home INSIDE ONTARIO, in total, write in the number of nights that were spent at each of the types of accommodation listed below.

8-5
8
10

	Hotel/ Motor Hotel	Motel	Resort Lodge	Commercial Cottage/ Cabin	Camping/ Trailer Park	Outfitter/ Outpost	Private Cottage (for own use)	Stayed with Friends/ Relatives	Marina/ Unorganized Anchorage
Number of nights	☐☐ 11	☐☐ 13	☐☐ 15	☐☐ 17	☐☐ 19	☐☐ 21	☐☐ 23	☐☐ 25	☐☐ 27

TRIP EXPENSES FOR ALL HOUSEHOLD MEMBERS

PRE-PAID PACKAGES

10-a) Were two or more expense items (i.e., transportation, accommodation, food, entertainment) paid together, in advance, as part of a pre-paid package or tour?

Yes 29 ☐ No ☑ SKIP TO Q. 11 — EXPENSES BY CATEGORY

-b) Check the items below which were included in the **pre-paid package** or tour on this trip. (MUST INCLUDE AT LEAST TWO ITEMS LISTED BELOW)

ACCOMMODATION ....30 ☐
FOOD .... ☐
ENTERTAINMENT .... ☐

TRANSPORTATION
Canadian Carrier (Air, Train, Bus, Ship) .....33 ☐
Foreign Carrier (Air, Train, Bus, Ship) .... ☐
Auto Rental .... ☐

-c) Write in below the total amount paid for all household members for the pre-paid package or tour. (RECORD IN CANADIAN DOLLARS)

$ ☐☐☐☐☐ .00
36

EXPENSES BY CATEGORY
INCLUDE ALL CASH/TRAVELLERS CHEQUES/CHEQUES/CREDIT CARD EXPENSES, AND RECORD IN CANADIAN DOLLARS.

11. Write in the amount spent by all household members while on this trip for each category listed below. (DO NOT INCLUDE PRE-PAID PACKAGE/TOUR COSTS).

In the left column, enter the amount(s) spent IN ONTARIO. In the right column, enter the amount(s) spent OUTSIDE ONTARIO.

RECORD IN CANADIAN DOLLARS. IF NO MONEY SPENT, CHECK APPROPRIATE BOX.

8-6
9
10

	AMOUNT SPENT IN ONTARIO	AMOUNT SPENT OUTSIDE ONTARIO
	41 No Money Spent ☐	11 No Money Spent ☑
Automobile (includes rental)	42 $ ____.00	12 $ ____.00
Local Transportation (Taxi, Public Transit, etc.)	46 $ ____.00	16 $ ____.00
Canadian Carrier (Air, Train, Bus, Ship)	50 $ ____.00	20 $ ____.00
Foreign Carrier (Air, Train, Bus, Ship)	54 $ ____.00	24 $ ____.00
Accommodation	58 $ ____.00	28 $ ____.00
Food/Beverage	62 $ 0002.00	32 $ ____.00
Recreation/Pleasure	66 $ 0004.00	36 $ ____.00
Retail/Other Miscellaneous	70 $ ____.00	40 $ ____.00
TOTAL	74 $ 000006.00	44 $ ____.00

TRIP EXAMPLE 3

Example 3:

Mr. Callon's annual company convention is being held in Toronto this year. Mrs. Callon decides to go along on the trip so that she can do some shopping. On a slushy Friday afternoon in March they take an Air Canada flight from Thunder Bay to Toronto.

Upon arrival they check into a downtown hotel for the weekend. On Saturday, while Mr. Callon is busy at his convention, Mrs. Callon goes shopping and manages to find a perfect dress for $100.00. On Sunday they visit the CN Tower and look at antiques at the Harbourfront. Sunday evening they fly home.

Trip Number	01
Day Of Week Trip Started	Friday
Date Trip Started	March 12
Date Trip Finished	March 14
Main Destination	Toronto
Distance To Main Destination	About 860 Miles
Household Members On Trip:	
Persons 15 Years And Over (Which Ones?)	Tom & Mary (Diary Codes A & B)
Persons Under 15 Years (How Many?)	None
Trip Purpose	
Main Purpose	Convention
Other Purpose	Shopping, Pleasure
Activities:	
Activites At Main Destination	Shopping, CN Tower, Antique Market, Business/Convention, Dined Out At Restaurant
Activities At Other Times/Places	NONE
Nights Away	Total Nights Away Outside Ontario: None
	Total Nights Away Inside Ontario: 2 Toronto: 2 Nights
Accommodation Inside Ontario	Hotel - 2 Nights
Trip Expenses	Nothing Pre-paid
	Expenses While on Trip In Ontario: Transportation: Air Fare $480, Taxi $10, Bus $25; Accommodation: Hotel $120; Food: $85 Retail: $115 Outside Ontario: None

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TRIP DATES

1. In the spaces below, record trip number, day of week and date the trip started, and the date the trip ended.

Trip No. 0 1 1 (9)

Day of week trip started (CIRCLE ONE): (11) Sun Mon Tues Wed Thurs [✓ Fri] Sat

Date trip started: Day 1 2 (12) Month 0 3 (14)

Date trip ended Day 1 4 (16) Month 0 3 (18)

MAIN DESTINATION

2. What was the MAIN destination of this trip? (IF YOU HAD MORE THAN ONE MAIN DESTINATION OR NO SINGLE MAIN DESTINATION ON THIS TRIP, WRITE IN THE ONE DESTINATION FURTHEST FROM HOME.)

City/Town Toronto (20 21 22) Province/U.S. State Ontario (23 24 25) Country Canada (26 27)

DISTANCE

3. About how far away from your home is the destination you entered in Q.2? Write in your best approximation in either miles or kilometres (ENTER ON THE APPROPRIATE LINE BELOW)

Miles 0 0 8 6 0 (28) Kilometres ____ (33)

TRIP MEMBERS

4. Which household members 15 years or older, went along on this trip? (REFER TO CODES LISTED IN DIARY, AND CIRCLE THE CODES FOR THE PEOPLE WHO WENT ON THIS TRIP)

[✓ A] (38) [✓ B] (39) C (40) D (41) E (42) F (43) G (44) H (45)

5. How many household members UNDER 15 years of age went on this trip? (CHECK BOX IF "NONE" OR WRITE IN NUMBER IN THE SPACES PROVIDED)

NONE ☑ NUMBER ____ (46 47)

TRIP PURPOSE

6. What were the reasons for taking this trip?

	Visiting friends/ relatives	Convention	Other Business	Shopping	Personal Business	Dining at Restaurant	Recreation/ Pleasure	NO OTHER PURPOSE
-a) MAIN PURPOSE (CHECK ONE ONLY)	48 ☐	☑	☐	☐	☐	☐	☐	
-b) OTHER PURPOSES (CHECK ALL THAT APPLY)	49 ☐	☐	☐	☑	☐	☐	☑	56 ☐

57/80

ACTIVITIES

8 4

7 AT MAIN DESTINATION

-a) Which of the following activities did any household members engage in at or around the area of the Main Destination?

Engaged in........Outdoor/Sporting Activity .... ☐ 11
...Sightseeing/Touring .... ☐
...Personal Business .... ☐
...Business/Conventions .... ☑
Went........Shopping .... ☑
...To A Restaurant To Eat .... ☑
...On Boat/Rail Tours .... ☐
...To Historical Sites .... ☐ 18

Attended........Sporting Events .... ☐ 19
...Museums/Galleries .... ☐
...Exhibitions/Fairs/Special Events .... ☐
...Attractions/Zoos/Amusement Parks .... ☑
...Live Theater/Dance/Music Concerts .... ☐
Visited With Friends/Relatives .... ☐
Other .... ☐ 25

AT OTHER PLACES

-b) What activities did any household members engage in elsewhere on the trip (NOT IN OR AROUND AREA OF MAIN DESTINATION)? IF NO ACTIVITIES CHECK "NONE" BOX.

Engaged in........Outdoor/Sporting Activity .... ☐ 26
...Sightseeing/Touring .... ☐
...Personal Business .... ☐
...Business/Conventions .... ☐
Went........Shopping .... ☐
...To A Restaurant To Eat .... ☐
...On Boat/Rail Tours .... ☐
...To Historical Sites .... ☐ 33

Attended........Sporting Events .... ☐ 34
...Museums/Galleries .... ☐
...Exhibitions/Fairs/Special Events .... ☐
...Attractions/Zoos/Amusement Parks .... ☐
...Live Theater/Dance/Music Concerts .... ☐
Visited With Friends/Relatives .... ☐
Other .... ☐
NONE .... ☑ 41

NIGHTS AWAY

8-a) In total, how many nights, if any, were spent away from home, OUTSIDE ONTARIO, on this trip? (RECORD NUMBER IN BOXES PROVIDED. IF NO NIGHTS SPENT AWAY OUTSIDE ONTARIO, WRITE IN 00)

00 42

-b) In total, how many nights, if any, were spent away from home, INSIDE ONTARIO, on this trip? (RECORD NUMBER IN BOXES PROVIDED. IF NO NIGHTS SPENT AWAY INSIDE ONTARIO, WRITE IN 00)

02 44 IF NONE (00), SKIP TO Q.10 — TRIP EXPENSES

NIGHTS SPENT AWAY IN ONTARIO

9-a) On each line below write in the name of the city/town in which at least one night was spent away from home INSIDE ONTARIO on this trip.

-b) Opposite each city/town, write in the number of nights spent in that city/town on this trip.

	9-a) City/Town	9-b) Number of Nights		9-a) City/Town	9-b) Number of Nights
1st	Toronto 46	02 71	4th	61	77
2nd	51		5th	66	
3rd	56				

ACCOMMODATION

-c) Taking all the nights spent away from home INSIDE ONTARIO, in total, write in the number of nights that were spent at each of the types of accommodation listed below.

8-5
9
10

	Hotel/ Motor Hotel	Motel	Resort Lodge	Commercial Cottage/ Cabin	Camping/ Trailer Park	Outfitter/ Outpost	Private Cottage (for own use)	Stayed with Friends/ Relatives	Marina/ Unorganized Anchorage
Number of nights	02 11	13	15	17	19	21	23	25	27

TRIP EXPENSES FOR ALL HOUSEHOLD MEMBERS

PRE-PAID PACKAGES

10-a) Were two or more expense items (i.e., transportation, accommodation, food, entertainment) paid together, in advance, as part of a pre-paid package or tour?

Yes 29 ☐ No ☑ SKIP TO Q. 11 — EXPENSES BY CATEGORY

-b) Check the items below which were included in the **pre-paid package** or **tour** on this trip. (MUST INCLUDE AT LEAST TWO ITEMS LISTED BELOW)

ACCOMMODATION ....30 ☐
FOOD .... ☐
ENTERTAINMENT .... ☐

TRANSPORTATION
Canadian Carrier (Air, Train, Bus, Ship) ....33 ☐
Foreign Carrier (Air, Train, Bus, Ship) .... ☐
Auto Rental .... ☐

-c) Write in below the total amount paid for all household members for the pre-paid package or tour. (RECORD IN CANADIAN DOLLARS)

$ 36 .00

EXPENSES BY CATEGORY
INCLUDE ALL CASH/TRAVELLERS CHEQUES/CHEQUES/CREDIT CARD EXPENSES, AND RECORD IN CANADIAN DOLLARS.

11. **Write in the amount spent by all household members while on this trip for each category listed below. (DO NOT INCLUDE PRE-PAID PACKAGE/TOUR COSTS).**

In the left column, enter the amount(s) spent IN ONTARIO. In the right column, enter the amount(s) spent OUTSIDE ONTARIO.

RECORD IN CANADIAN DOLLARS. IF NO MONEY SPENT, CHECK APPROPRIATE BOX.

8-6
9
10

	AMOUNT SPENT IN ONTARIO	AMOUNT SPENT OUTSIDE ONTARIO
	41 No Money Spent ☐	11 No Money Spent ☑
Automobile (includes rental)	42 $ .00	12 $ .00
Local Transportation (Taxi, Public Transit, etc.)	46 $ 0035.00	16 $ .00
Canadian Carrier (Air, Train, Bus, Ship)	50 $ 0480.00	20 $ .00
Foreign Carrier (Air, Train, Bus, Ship)	54 $ .00	24 $ .00
Accommodation	58 $ 0120.00	28 $ .00
Food/Beverage	62 $ 0085.00	32 $ .00
Recreation/Pleasure	66 $ .00	36 $ .00
Retail/Other Miscellaneous	70 $ 0115.00	40 $ .00
TOTAL	74 $ 00835.00	44 $ .00

TRIP EXAMPLE 4

Every winter the Johnstons spend two weeks in Florida. On Friday, February 14 they travelled from their home town of Sudbury by train, stayed overnight at a Toronto hotel where they had dinner that night and breakfast the following morning. An Airport Bus took them to Toronto International Airport for an Air Canada 'Happy Days' Sun Tour flight to Tampa, Florida - a pre-paid package that includes air fare, accommodation for 13 nights and two meals per day for the total price of $1800.00 for the two of them.

Upon arrival in Tampa they rented a car at the airport and drove to their hotel where they spent 13 nights. During their stay they visited local attractions in the area and enjoyed their favourite outdoor activity, golf. They flew back to Toronto on Saturday, February 28 and stayed the night in a hotel, returning to Sudbury the next day by train.

Trip Number..................................	01
Day Of Week Trip Started..................	Friday
Date Trip Started...........................	Feb.14
Date Trip Finished..........................	March 1
Main Destination............................	Tampa, Florida, U.S.A.
Distance To Main Destination..............	About 1600 Miles
Household Members On Trip	
Persons 15 Year And Over (Which Ones?)	Helen and Don (Diary Codes A & B)
Persons Under 15 Years (How Many?)......	None
Trip Purpose	
Main Purpose............................	Pleasure
Other Purpose...........................	None
Activities:	
Activities At Main Destination..........	Golf, Local Attractions, Dining Out At Restaurants
Activities At Other Times/Places........	Dining Out At Restaurants
Nights Away.................................	Total Nights Away Outside Ontario: 13
....	Total Nights Away Inside Ontario: 2 Toronto - 2 Nights
Accommodation Inside Ontario..............	Hotel -- 2 Nights
Trip Expenses...............................	Pre-paid Package Air Fare, Accommodation and 2 Meals a day for a price of $1800 for the two of them
....	Expenses While On Trip In Ontario: Transportation: Taxi $50, Via Rail To/From Toronto $100; Accommodation: Hotel $160; Food: $100;
....	Outside Ontario: Transportation: Car Rental $390; Food $100; Recreation/Pleasure $130; Retail $50.

NEW TRIP

TRIP DATES

1. In the spaces below, record trip number, day of week and date the trip started, and the date the trip ended

Trip No. 0 1 (9) Day of week trip started (CIRCLE ONE): Sun (11) Mon Tues Wed Thurs [✓ Fri] Sat

Date trip started: Day 1 4 (12) Month 0 2 (14) Date trip ended: Day 0 1 (16) Month 0 3 (18)

MAIN DESTINATION

2. What was the MAIN destination of this trip? (IF YOU HAD MORE THAN ONE MAIN DESTINATION OR NO SINGLE MAIN DESTINATION ON THIS TRIP, WRITE IN THE ONE DESTINATION FURTHEST FROM HOME.)

City/Town Tampa (20 21 22) Province/U.S. State Florida (23 24 25) Country U. S. A (26 27)

DISTANCE

3. About how far away from your home is the destination you entered in Q.2? Write in your best approximation in either miles or kilometres (ENTER ON THE APPROPRIATE LINE BELOW)

Miles 0 1 6 0 0 (28) Kilometres ____ (33)

TRIP MEMBERS

4. Which household members 15 years or older, went along on this trip? (REFER TO CODES LISTED IN DIARY, AND CIRCLE THE CODES FOR THE PEOPLE WHO WENT ON THIS TRIP)

[✓ A] (38) [✓ B] (39) C (40) D (41) E (42) F (43) G (44) H (45)

5. How many household members UNDER 15 years of age went on this trip? (CHECK BOX IF "NONE" OR WRITE IN NUMBER IN THE SPACES PROVIDED)

NONE ☑ NUMBER ____ (46 47)

TRIP PURPOSE

6. What were the reasons for taking this trip?

	Visiting friends/ relatives	Convention	Other Business	Shopping	Personal Business	Dining at Restaurant	Recreation/ Pleasure	NO OTHER PURPOSE
a) MAIN PURPOSE (CHECK ONE ONLY)	48 ☐	☐	☐	☐	☐	☐	☑	
b) OTHER PURPOSES (CHECK ALL THAT APPLY)	49 ☐	☐	☐	☐	☐	☐	☐	56 ☑

57 /80

8 4

ACTIVITIES

7. AT MAIN DESTINATION

a) Which of the following activities did any household members engage in at or around the area of the Main Destination?

Engaged in........Outdoor/Sporting Activity .... ☑ 11
...Sightseeing/Touring .... ☐
...Personal Business .... ☐
...Business/Conventions .... ☐
Went..........Shopping .... ☐
...To A Restaurant To Eat .... ☑
...On Boat/Rail Tours .... ☐
...To Historical Sites .... ☐ 18

Attended..........Sporting Events .... ☐ 19
...Museums/Galleries .... ☐
...Exhibitions/Fairs/Special Events .... ☐
...Attractions/Zoos/Amusement Parks .... ☑
...Live Theater/Dance/Music Concerts .... ☐
Visited With Friends/Relatives .... ☐
Other .... ☐ 25

AT OTHER PLACES

b) What activities did any household members engage in elsewhere on the trip (NOT IN OR AROUND AREA OF MAIN DESTINATION)? IF NO ACTIVITIES CHECK "NONE" BOX.

Engaged in........Outdoor/Sporting Activity .... ☐ 26
...Sightseeing/Touring .... ☐
...Personal Business .... ☐
...Business/Conventions .... ☐
Went..........Shopping .... ☐
...To A Restaurant To Eat .... ☑
...On Boat/Rail Tours .... ☐
...To Historical Sites .... ☐ 33

Attended..........Sporting Events .... ☐ 34
...Museums/Galleries .... ☐
...Exhibitions/Fairs/Special Events .... ☐
...Attractions/Zoos/Amusement Parks .... ☐
...Live Theater/Dance/Music Concerts .... ☐
Visited With Friends/Relatives .... ☐
Other .... ☐
NONE .... ☐ 41

NIGHTS AWAY

8-a) In total, how many nights, if any, were spent away from home, OUTSIDE ONTARIO, on this trip? (RECORD NUMBER IN BOXES PROVIDED. IF NO NIGHTS SPENT AWAY OUTSIDE ONTARIO, WRITE IN 00)

13
42

-b) In total, how many nights, if any, were spent away from home, INSIDE ONTARIO, on this trip? (RECORD NUMBER IN BOXES PROVIDED. IF NO NIGHTS SPENT AWAY INSIDE ONTARIO, WRITE IN 00)

02 IF NONE (00), SKIP TO Q 10 — TRIP EXPENSES
44

NIGHTS SPENT AWAY IN ONTARIO

9-a) On each line below write in the name of the city/town in which at least one night was spent away from home INSIDE ONTARIO on this trip.

-b) Opposite each city/town, write in the number of nights spent in that city/town on this trip

	9-a) City/Town		9-b) Number of Nights			9-a) City/Town		9-b) Number of Nights	
1st	Toronto	46	02	71	4th		61		77
2nd		51			5th		66		
3rd		56							

ACCOMMODATION

-c) Taking all the nights spent away from home INSIDE ONTARIO, in total, write in the number of nights that were spent at each of the types of accommodation listed below

8 5
9
10

	Hotel/ Motor Hotel	Motel	Resort Lodge	Commercial Cottage/ Cabin	Camping/ Trailer Park	Outfitter/ Outpost	Private Cottage (for own use)	Stayed with Friends/ Relatives	Marina/ Unorganized Anchorage
Number of nights	02								
	11	13	15	17	19	21	23	25	27

TRIP EXPENSES FOR ALL HOUSEHOLD MEMBERS

PRE-PAID PACKAGES

10-a) Were two or more expense items (i.e., transportation, accommodation, food, entertainment) paid together, in advance, as part of a pre-paid package or tour?

Yes 29 ☑ No ☐ SKIP TO Q 11 — EXPENSES BY CATEGORY

-b) Check the items below which were included in the pre-paid package or tour on this trip. (MUST INCLUDE AT LEAST TWO ITEMS LISTED BELOW)

ACCOMMODATION ....30 ☑
FOOD .... ☑
ENTERTAINMENT .... ☐

TRANSPORTATION
Canadian Carrier (Air, Train, Bus, Ship) ....33 ☑
Foreign Carrier (Air, Train, Bus, Ship) .... ☐
Auto Rental .... ☐

-c Write in below the total amount paid for all household members for the pre-paid package or tour. (RECORD IN CANADIAN DOLLARS)

$ 01800 .00
36

EXPENSES BY CATEGORY

INCLUDE ALL CASH/TRAVELLERS CHEQUES/CHEQUES/CREDIT CARD EXPENSES, AND RECORD IN CANADIAN DOLLARS

11. Write in the amount spent by all household members while on this trip for each category listed below. (DO NOT INCLUDE PRE-PAID PACKAGE/TOUR COSTS).

In the left column, enter the amount(s) spent IN ONTARIO. In the right column, enter the amount(s) spent OUTSIDE ONTARIO

RECORD IN CANADIAN DOLLARS. IF NO MONEY SPENT, CHECK APPROPRIATE BOX.

8 6
9
10

		AMOUNT SPENT IN ONTARIO		AMOUNT SPENT OUTSIDE ONTARIO
	41	No Money Spent ☐	11	No Money Spent ☐
Automobile (includes rental)	42	$ .00	12	$ 0390 .00
Local Transportation (Taxi, Public Transit, etc.)	46	$ 0050 .00	16	$ .00
Canadian Carrier (Air, Train, Bus, Ship)	50	$ 0100 .00	20	$ .00
Foreign Carrier (Air, Train, Bus, Ship)	54	$ .00	24	$ .00
Accommodation	58	$ 0160 .00	28	$ .00
Food/Beverage	62	$ 0100 .00	32	$ 0100 .00
Recreation/Pleasure	66	$ .00	36	$ 0130 .00
Retail/Other Miscellaneous	70	$ .00	40	$ 0050 .00
TOTAL	74	$ 00410 .00	44	$ 00670 .00

TRIP RECORDS

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TRIP DATES

1. In the spaces below, record trip number, day of week and date the trip started, and the date the trip ended.

Trip No. ⎣__ __⎦ 9

Day of week trip started (CIRCLE ONE): Sun Mon Tues Wed Thurs Fri Sat 11

Date trip started: Day ⎣__ __⎦ 12 Month ⎣__ __⎦ 14

Date trip ended: Day ⎣__ __⎦ 16 Month ⎣__ __⎦ 18

MAIN DESTINATION

2. What was the MAIN destination of this trip? (IF YOU HAD MORE THAN ONE MAIN DESTINATION OR NO SINGLE MAIN DESTINATION ON THIS TRIP, WRITE IN THE ONE DESTINATION FURTHEST FROM HOME.)

City/Town ______________________ 20 21 22

Province/U.S. State ______________________ 23 24 25

Country ______________________ 26 27

DISTANCE

3. About how far away from your home is the destination you entered in Q.2? Write in your best approximation in **either** miles or kilometres (ENTER ON THE APPROPRIATE LINE BELOW).

Miles ⎣__ __ __ __⎦ 28

Kilometres ⎣__ __ __ __ __⎦ 33

TRIP MEMBERS

4. Which household members 15 years or older, went along on this trip? (REFER TO CODES LISTED IN DIARY, AND CIRCLE THE CODES FOR THE PEOPLE WHO WENT ON THIS TRIP)

A	B	C	D	E	F	G	H
38	39	40	41	42	43	44	45

5. How many household members UNDER 15 years of age went on this trip? (CHECK BOX IF "NONE" OR WRITE IN NUMBER IN THE SPACES PROVIDED)

NONE ☐ NUMBER ⎣__ __⎦ 46 47

TRIP PURPOSE

6. What were the reasons for taking this trip?

	Visiting friends/ relatives	Convention	Other Business	Shopping	Personal Business	Dining at Restaurant	Recreation/ Pleasure	NO OTHER PURPOSE
-a) **MAIN PURPOSE** (CHECK ONE ONLY)	48 ☐	☐	☐	☐	☐	☐	☐	
-b) **OTHER PURPOSES** (CHECK ALL THAT APPLY)	49 ☐	☐	☐	☐	☐	☐	☐	56 ☐

57/80

8 4

ACTIVITIES

7 **AT MAIN DESTINATION**

-a) Which of the following activities did any household members engage in at or around the area of the Main Destination?

Engaged in........Outdoor/Sporting Activity........ ☐ 11
...Sightseeing/Touring .... ☐
...Personal Business .... ☐
...Business/Conventions .... ☐
Went........Shopping .... ☐
...To A Restaurant To Eat .... ☐
...On Boat/Rail Tours .... ☐
...To Historical Sites .... ☐ 18

Attended........Sporting Events .... ☐ 19
...Museums/Galleries .... ☐
...Exhibitions/Fairs/Special Events .... ☐
...Attractions/Zoos/Amusement Parks .... ☐
...Live Theater/Dance/Music Concerts .... ☐
Visited With Friends/Relatives .... ☐
Other .... ☐ 25

AT OTHER PLACES

-b) What activities did any household members engage in elsewhere on the trip (NOT IN OR AROUND AREA OF MAIN DESTINATION)? IF NO ACTIVITIES CHECK "NONE" BOX.

Engaged in........Outdoor/Sporting Activity........ ☐ 26
...Sightseeing/Touring .... ☐
...Personal Business .... ☐
...Business/Conventions .... ☐
Went........Shopping .... ☐
...To A Restaurant To Eat .... ☐
...On Boat/Rail Tours .... ☐
...To Historical Sites .... ☐ 33

Attended........Sporting Events .... ☐ 34
...Museums/Galleries .... ☐
...Exhibitions/Fairs/Special Events .... ☐
...Attractions/Zoos/Amusement Parks .... ☐
...Live Theater/Dance/Music Concerts .... ☐
Visited With Friends/Relatives .... ☐
Other .... ☐
NONE .... ☐ 41

NIGHTS AWAY

8-a) In total, how many nights, if any, were spent away from home, OUTSIDE ONTARIO, on this trip? (RECORD NUMBER IN BOXES PROVIDED. IF NO NIGHTS SPENT AWAY OUTSIDE ONTARIO, WRITE IN 00)

42 ☐☐

-b) In total, how many nights, if any, were spent away from home, INSIDE ONTARIO, on this trip? (RECORD NUMBER IN BOXES PROVIDED. IF NO NIGHTS SPENT AWAY INSIDE ONTARIO, WRITE IN 00)

44 ☐☐ IF NONE (00), SKIP TO Q.10 — TRIP EXPENSES

NIGHTS SPENT AWAY IN ONTARIO

9-a) On each line below write in the name of the city/town in which at least one night was spent away from home INSIDE ONTARIO on this trip.

-b) Opposite each city/town, write in the number of nights spent in that city/town on this trip.

	9-a) City/Town	9-b) Number of Nights		9-a) City/Town	9-b) Number of Nights
1st	____ 46	☐☐ 71	4th	____ 61	☐☐ 77
2nd	____ 51	☐☐	5th	____ 66	☐☐
3rd	____ 56	☐☐			

ACCOMMODATION

-c) Taking all the nights spent away from home INSIDE ONTARIO, in total, write in the number of nights that were spent at each of the types of accommodation listed below.

8-5
9
10

	Hotel/ Motor Hotel	Motel	Resort Lodge	Commercial Cottage/ Cabin	Camping/ Trailer Park	Outfitter/ Outpost	Private Cottage (for own use)	Stayed with Friends/ Relatives	Marina/ Unorganized Anchorage
Number of nights	☐☐ 11	☐☐ 13	☐☐ 15	☐☐ 17	☐☐ 19	☐☐ 21	☐☐ 23	☐☐ 25	☐☐ 27

TRIP EXPENSES FOR ALL HOUSEHOLD MEMBERS

PRE-PAID PACKAGES

10-a) Were two or more expense items (i.e., transportation, accommodation, food, entertainment) paid together, in advance, as part of a pre-paid package or tour?

Yes 29 ☐ No ☐ SKIP TO Q. 11 — EXPENSES BY CATEGORY

-b) Check the items below which were included in the **pre-paid package or tour** on this trip. (MUST INCLUDE AT LEAST TWO ITEMS LISTED BELOW)

ACCOMMODATION .... 30 ☐
FOOD .... ☐
ENTERTAINMENT .... ☐

TRANSPORTATION
Canadian Carrier (Air, Train, Bus, Ship) .... 33 ☐
Foreign Carrier (Air, Train, Bus, Ship) .... ☐
Auto Rental .... ☐

-c) Write in below the total amount paid for all household members for the pre-paid package or tour. (RECORD IN CANADIAN DOLLARS)

$ ☐☐☐☐☐☐ .00
36

EXPENSES BY CATEGORY

INCLUDE ALL CASH/TRAVELLERS CHEQUES/CHEQUES/CREDIT CARD EXPENSES, AND RECORD IN CANADIAN DOLLARS.

11. Write in the amount spent by all household members while on this trip for each category listed below. (DO NOT INCLUDE PRE-PAID PACKAGE/TOUR COSTS).

In the left column, enter the amount(s) spent IN ONTARIO. In the right column, enter the amount(s) spent OUTSIDE ONTARIO.

RECORD IN CANADIAN DOLLARS. IF NO MONEY SPENT, CHECK APPROPRIATE BOX.

8-6
9
10

	AMOUNT SPENT IN ONTARIO	AMOUNT SPENT OUTSIDE ONTARIO
	41 No Money Spent ☐	11 No Money Spent ☐
Automobile (includes rental)	42 $ ☐☐☐☐ .00	12 $ ☐☐☐☐ .00
Local Transportation (Taxi, Public Transit, etc.)	46 $ ☐☐☐☐ .00	16 $ ☐☐☐☐ .00
Canadian Carrier (Air, Train, Bus, Ship)	50 $ ☐☐☐☐ .00	20 $ ☐☐☐☐ .00
Foreign Carrier (Air, Train, Bus, Ship)	54 $ ☐☐☐☐ .00	24 $ ☐☐☐☐ .00
Accommodation	58 $ ☐☐☐☐ .00	28 $ ☐☐☐☐ .00
Food/Beverage	62 $ ☐☐☐☐ .00	32 $ ☐☐☐☐ .00
Recreation/Pleasure	66 $ ☐☐☐☐ .00	36 $ ☐☐☐☐ .00
Retail/Other Miscellaneous	70 $ ☐☐☐☐ .00	40 $ ☐☐☐☐ .00
TOTAL	74 $ ☐☐☐☐☐ .00	44 $ ☐☐☐☐☐ .00

THE GUIDE

TRIP DEFINITION

Remember that a trip must involve a RETURN JOURNEY HOME, that is from home to a main destination and back home again. Therefore even if the trip may involve several side trips along the way you will record it as ONE trip to the main destination.

NOTE: Any trip taken entirely within the boundaries of METROPOLITAN TORONTO does NOT QUALIFY even if the distance travelled is 25 mi/40 km or more.

There may be the case where household members start off on a trip together and along the way they part, returning home separately. In this case each person or group of persons that returns separately should record their total trip as a separate, independent trip.

EXAMPLE: The Smiths live in Toronto. Mr. Smith has a business trip in Ottawa. Mrs. Smith decides to drive with Mr. Smith as far as Kingston where she will visit her family. Mr. Smith returns to Toronto directly from Ottawa while Mrs. Smith comes back several days later by train.

Mr. Smith's trip to Ottawa counts as a trip. Mrs. Smith's trip to Kingston counts as a separate trip.

Remember, the following trips should not be included in your trip diary:

- commuting to school or work
- travelling as an operator or crew member
- sales calls or deliveries
- moving to a new residence

Q.1. TRIP NUMBER

Enter the first trip taken by any member of the household 15 years or over as 0 1 in the space provided. The next trip taken by any members 15 years or over would be entered as 0 2, etc...

TRIP DATE (DAY OF WEEK, DATE STARTED, DATE ENDED)

Circle the day of the week that the trip started and enter the date(s) (day and month) the trip started and finished. If the trip began and ended on the same day, in other words, there was no overnight stay, record the same date in both places.

TRIP DATES

1. In the spaces below, record trip number, day of week and date the trip started, and the date the trip ended

Trip No. ___ 9 Day of week trip started (CIRCLE ONE): Sun Mon Tues Wed Thurs Fri Sat 11

Date trip started: Day ___ 12 Month ___ 14 Date trip ended: Day ___ 16 Month ___ 18

Q.2. MAIN DESTINATION

If no one main destination can be easily identified, write in the destination travelled to that was furthest from home. For all destinations enter the country, the province or state, and the city or town travelled to or the nearest city or town if the main destination was not a city/town.

MAIN DESTINATION

2. What was the MAIN destination of this trip? (IF YOU HAD MORE THAN ONE MAIN DESTINATION OR NO SINGLE MAIN DESTINATION ON THIS TRIP, WRITE IN THE ONE DESTINATION FURTHEST FROM HOME.)

City/Town ________ 20 21 22 Province/U.S. State ________ 23 24 25 Country ________ 26 27

Q.3. DISTANCE TO MAIN DESTINATION

By distance we mean the number of miles or kilometres by the most direct route from your permanent residence to the destination recorded in question 2 above. Write in the approximate one way mileage or number of kilometres on the appropriate line.

If using map, check to determine whether distances are provided in kilometres or miles and use the appropriate space.

DISTANCE

3. About how far away from your home is the destination you entered in Q.2? Write in your best approximation in **either** miles or kilometres (ENTER ON THE APPROPRIATE LINE BELOW)

Miles |____| 28 Kilometres |____| 33

Q's.4,5 HOUSEHOLD MEMBERS ON TRIP

In this question include only those people from your household who went on the trip. If, a friend went along, or even if you travelled along on someone else's trip, do not include anyone outside of your immediate household in this section.

FOR HOUSEHOLD MEMBERS 15 AND OVER:
Refer to the listing at the front of your Diary Book and then circle the LETTER(S) that correspond to each individual 15 years or over who went on this trip.

FOR HOUSEHOLD MEMBERS UNDER 15 YEARS:
Be sure to enter the NUMBER of household members under 15 years who went on this trip. If NO household members under 15 years went on trip, enter "00" in the spaces provided.

TRIP MEMBERS

4. Which household members 15 years or older, went along on this trip? (REFER TO CODES LISTED IN DIARY, AND CIRCLE THE CODES FOR THE PEOPLE WHO WENT ON THIS TRIP)

A	B	C	D	E	F	G	H
38	39	40	41	42	43	44	45

5. How many household members UNDER 15 years of age went on this trip? (CHECK BOX IF "NONE" OR WRITE IN NUMBER IN THE SPACES PROVIDED)

NONE ☐ NUMBER |__| 46 47

Q.6. TRIP PURPOSE

6-a) Main Purpose -refers to the main reason motivating the trip without which the trip would not have been made. CHECK ONE BOX ONLY.

6-b) Other Purpose(s) -refers to any other reasons for taking the trip. CHECK AS MANY AS APPLY. IF THERE ARE NO OTHER REASONS, CHECK "NO OTHER PURPOSE" BOX.

Purpose Classifications include:

- Visiting Friends/Relatives
- Convention -includes conferences or group meetings, training courses, seminars (at least 10 participants), etc.
- Other Business -such as buying, selling, inspecting, consulting, visiting associates, servicing customers. Remember trips taken as part of any sales route are not included in this survey.
- Shopping -can include shopping for food, clothes, furniture etc. Remember, one need not purchase anything to be classified as shopping.
- Personal Business -visiting doctor, lawyer, dentist, banking, attending funerals, weddings, etc.
- Dining At A Restaurant -eating in a restaurant.
- Recreation/ Pleasure -attending or participating in sports events, night clubs, theatre, movies, music, art galleries, sightseeing, etc.

TRIP PURPOSE

6. What were the reasons for taking this trip?

	Visiting friends/ relatives	Convention	Other Business	Shopping	Personal Business	Dining at Restaurant	Recreation/ Pleasure	NO OTHER PURPOSE
-a) **MAIN PURPOSE** (CHECK ONE ONLY)	48 ☐	☐	☐	☐	☐	☐	☐	
-b) **OTHER PURPOSES** (CHECK ALL THAT APPLY)	49 ☐	☐	☐	☐	☐	☐	☐	56 ☐

57/80

Q.7-a) ACTIVITIES ENGAGED IN AT OR AROUND THE AREA OF THE MAIN DESTINATION BY HOUSEHOLD MEMBERS ON TRIP

What did the household members on the trip do at or around the area of the MAIN DESTINATION? Remember to record all activities engaged in by any household members (both under 15 years and 15 years or more) on the trip. The activity categories are:

- Engaged in outdoor or sporting activity - went golfing, swimming, biking, taking walks etc.
- Engaged in sightseeing/touring - e.g., travelling on "scenic routes", to see special views, along back-roads, just going for a ride, etc.
- Engaged in personal business - visited doctor, lawyer, dentist, banking, attended funeral, wedding, etc.
- Engaged in business/convention - bought, sold, inspected, consulted, visited associates, serviced customers (do not include sales route activities), attended conferences, group meetings, training courses, seminars (at least 10 people), etc.
- Went shopping - can include shopping for food, furniture, etc. Remember one need not purchase anything. Window shopping or browsing is considered shopping also.
- Went to a restaurant to eat.
- Went on boat or rail tours.
- Went to historical sites - e.g. Parliament buildings, forts, etc.
- Visited with friends/relatives.
- Attended sporting events - e.g. golf tournament, professional ball game, etc.
- Attended museums, galleries.
- Attended exhibitions, fairs and special events such as flower shows, carnivals, etc.
- Attended amusement parks, zoos, attractions such as CN Tower, Botanical Gardens, etc.
- Attended live theatre, dance or music concert - do not include movies in this category.
- Other Activities - any other activities should be included here.

ACTIVITIES

7 **AT MAIN DESTINATION**

-a) Which of the following activities did any household members engage in at or around the area of the Main Destination?

Engaged in	Outdoor/Sporting Activity	☐	11	Attended	Sporting Events	☐	19
	...Sightseeing/Touring	☐			...Museums/Galleries	☐	
	...Personal Business	☐			...Exhibitions/Fairs/Special Events	☐	
	...Business/Conventions	☐			...Attractions/Zoos/Amusement Parks	☐	
Went	Shopping	☐			...Live Theater/Dance/Music Concerts	☐	
	...To A Restaurant To Eat	☐		Visited With Friends/Relatives		☐	
	...On Boat/Rail Tours	☐		Other		☐	25
	...To Historical Sites	☐	18				

Q.7-b) ACTIVITIES ENGAGED IN BY HOUSEHOLD MEMBERS AT PLACES OTHER THAN THE MAIN DESTINATION

Here enter all the activities engaged in by any household members (both under 15 years and 15 years or more) on the trip which were engaged in on the way to or from the Main Destination, and at destinations other than the main one.

If some of the activities engaged in while going to or from the Main Destination or at other destinations, are the same as those engaged in at or around the area of the Main Destination (Q.7-a), they should be checked in both 7-a and 7-b).

If no activities were engaged in by any household members while going to or from the Main Destination or at destinations other than the main one, check the "NONE" box ☐.

Use the activity definitions provided for Q.7-a) to help you with Q.7-b).

ACTIVITIES

AT OTHER PLACES

-b) What activities did any household members engage in elsewhere on the trip (NOT IN OR AROUND AREA OF MAIN DESTINATION)? IF NO ACTIVITIES CHECK "NONE" BOX.

Engaged in........Outdoor/Sporting Activity........................ ☐ 26
...Sightseeing/Touring .... ☐
...Personal Business .... ☐
...Business/Conventions .... ☐
Went.................Shopping .... ☐
...To A Restaurant To Eat .... ☐
...On Boat/Rail Tours .... ☐
...To Historical Sites .... ☐ 33

Attended...........Sporting Events .... ☐ 34
...Museums/Galleries .... ☐
...Exhibitions/Fairs/Special Events .... ☐
...Attractions/Zoos/Amusement Parks .... ☐
...Live Theater/Dance/Music Concerts .... ☐
Visited With Friends/Relatives .... ☐
Other .... ☐
NONE .... ☐ 41

Q.8-a) **NIGHTS SPENT AWAY**

Enter the total number of nights spent away from home on this trip OUTSIDE OF ONTARIO. If NO nights spent away outside of Ontario, enter "00" in spaces provided.

Q.8-b) Enter the total number of nights spent away from home on this trip INSIDE ONTARIO. If NO nights spent away inside Ontario, enter "00" in spaces provided.

Remember, if NO nights were spent away from home on this trip INSIDE ONTARIO, do not fill in Q.9-a), b), or c). Instead, skip to Q.10-a).

NIGHTS AWAY

8-a) In total, how many nights, if any, were spent away from home, OUTSIDE ONTARIO, on this trip? (RECORD NUMBER IN BOXES PROVIDED. IF NO NIGHTS SPENT AWAY OUTSIDE ONTARIO, WRITE IN 00)

|__|__|
42

-b) In total, how many nights, if any, were spent away from home, INSIDE ONTARIO, on this trip? (RECORD NUMBER IN BOXES PROVIDED. IF NO NIGHTS SPENT AWAY INSIDE ONTARIO, WRITE IN 00)

|__|__| IF NONE (00), SKIP TO Q.10 — TRIP EXPENSES
44

Q.9-a) **WHERE NIGHTS SPENT IN ONTARIO**

For each city/town where nights away were spent IN ONTARIO, please enter the name of that place or the nearest city/town, if the place stayed was not a city/town.

Q.9-b) Opposite each Ontario city/town where nights away were spent, enter the number of nights that were spent there on this trip. (The total of these nights should be the same as the number entered in Q.8-b).

Q.9-c) Take the total number of nights spent away from home INSIDE ONTARIO on this trip (Q.8-b), and indicate how many of these nights were spent at each type of accommodation listed.

NIGHTS SPENT AWAY IN ONTARIO

9-a) On each line below write in the name of the city/town in which at least one night was spent away from home INSIDE ONTARIO on this trip.

-b) Opposite each city/town, write in the number of nights spent in that city/town on this trip.

	9-a) City/Town		9-b) Number of Nights			9-a) City/Town		9-b) Number of Nights	
1st	____________	46	☐☐	71	4 t h	____________	61	☐☐	77
2nd	____________	51	☐☐		5 t h	____________	66	☐☐	
3rd	____________	56	☐☐						

ACCOMMODATION

-c) Taking all the nights spent away from home INSIDE ONTARIO, in total, write in the number of nights that were spent at each of the types of accommodation listed below.

	Hotel/ Motor Hotel	Motel	Resort Lodge	Commercial Cottage/ Cabin	Camping/ Trailer Park	Outfitter/ Outpost	Private Cottage (for own use)	Stayed with Friends/ Relatives	Marina/ Unorganized Anchorage	8-5 9 10
Number of nights	☐☐	☐☐	☐☐	☐☐	☐☐	☐☐	☐☐	☐☐	☐☐	
	11	13	15	17	19	21	23	25	27	

Q.9-c) ACCOMMODATION CATEGORIES ARE DEFINED AS FOLLOWS:

Hotels/Motor Hotels
includes commercial establishments where one enters one's room from a central hallway. Tourist Homes are also included.

Motels
are commercial establishments where one enters one's room directly from outside the establishment.

Resort Lodges
are commercial establishments outside large urban areas which provide centralized eating facilities and recreation within the grounds.

Commercial Cottages/Cabins
are commercial establishments with most units arranged either singly or in pairs under one roof. No centralized eating facilities or recreation facilities are offered.

Camping/Trailer Parks
includes establishments providing for public use, sites for tents, tent trailers, etc...Residential trailer parks are not included.

Outfitter/Outpost
are commercial establishments which cater to hunting and/or fishing in surrounding locations.

Private Cottage (For Own Use) - Camp, Chalet or Condominium
may be owned, rented or borrowed for one's own use.

Stay With Friends/Relatives
If you are staying overnight with friends or relatives either at their home or cottage, the accommodation code to use is "Stay with Friends/Relatives".

Marina/Unorganized Anchorage
any mooring or docking facilities with or without related services.

Q.10 **PRE-PAID PACKAGE/TOUR**

A pre-paid package or tour must include two or more of the following items, pre-paid together, as one package in advance of the trip.

- Transportation - air, train, bus, ship - indicate if it was a Canadian carrier or foreign carrier
  - auto rental
- Accommodation
- Food
- Entertainment

Q.10-a) If the trip was part of a pre-paid package or tour, check the "Yes" box ☐ and fill in Q.'s 10-b and 10-c. If none or only one of the items (transportation, accommodation, food, entertainment) of the trip was part of a pre-paid package or tour, check the "No" box ☐, and skip to Q.11.

Q.10-b) Indicate which items were included in the package or tour by checking the appropriate boxes.

Q.10-c) If the trip was part of a pre-paid package or tour enter the total amount paid (in Canadian dollars) for the package for all household members on the trip.

TRIP EXPENSES FOR ALL HOUSEHOLD MEMBERS

PRE-PAID PACKAGES

10-a) Were two or more expense items (i.e., transportation, accommodation, food,entertainment) paid together, in advance, as part of a pre-paid package or tour?

Yes 29 ☐ No ☐ SKIP TO Q. 11 — EXPENSES BY CATEGORY

-b) Check the items below which were included in the **pre-paid package or tour** on this trip. (MUST INCLUDE AT LEAST TWO ITEMS LISTED BELOW)

ACCOMMODATION ....30 ☐
FOOD .... ☐
ENTERTAINMENT .... ☐

TRANSPORTATION
Canadian Carrier(Air, Train, Bus, Ship) ....33 ☐
Foreign Carrier(Air, Train, Bus, Ship) .... ☐
Auto Rental .... ☐

-c) Write in below the total amount paid for all household members for the pre-paid package or tour. (RECORD IN CANADIAN DOLLARS)

$ ⎣_ _ _ _ _⎦ .00
36

Q.11 EXPENSES WHILE ON TRIP
(NOT INCLUDED IN PRE-PAID PACKAGE OR TOUR)

If your trip was not arranged as a pre-paid package or there were expenses in addition to this package while on the trip, record expenses in the boxes opposite the appropriate expense category.

Record the total amount SPENT by all household members for each expense category.

If the trip is for business purposes, remember to include all expenses paid for by the company.

Two columns of expenses are shown. One is for expenses IN ONTARIO and one is for expenses OUTSIDE ONTARIO. Record amount spent on the trip in the appropriate column. If no money spent IN ONTARIO/OUTSIDE ONTARIO check appropriate box.

Dollar ($) estimates should be given in Canadian currency equivalent. Include cash, travellers cheque, cheque and credit card expenditures made while on the trip.

EXPENSES BY CATEGORY
INCLUDE ALL CASH/TRAVELLERS CHEQUES/CHEQUES/CREDIT CARD EXPENSES. AND RECORD IN CANADIAN DOLLARS.

11. Write in the amount spent by all household members while on this trip for each category listed below.
(DO NOT INCLUDE PRE-PAID PACKAGE/TOUR COSTS).

In the left column, enter the amount(s) spent IN ONTARIO. In the right column, enter the amount(s) spent OUTSIDE ONTARIO.

RECORD IN CANADIAN DOLLARS. IF NO MONEY SPENT, CHECK APPROPRIATE BOX.

86
9
10

		AMOUNT SPENT IN ONTARIO		**AMOUNT SPENT OUTSIDE ONTARIO**
	41	No Money Spent ☐	11	No Money Spent ☐
Automobile (includes rental)	42	$ ____.00	12	$ ____.00
Local Transportation (Taxi, Public Transit, etc.)	46	$ ____.00	16	$ ____.00
Canadian Carrier (Air, Train, Bus, Ship)	50	$ ____.00	20	$ ____.00
Foreign Carrier (Air, Train, Bus, Ship)	54	$ ____.00	24	$ ____.00
Accommodation	58	$ ____.00	28	$ ____.00
Food/Beverage	62	$ ____.00	32	$ ____.00
Recreation/Pleasure	66	$ ____.00	36	$ ____.00
Retail/Other Miscellaneous	70	$ ____.00	40	$ ____.00
TOTAL	74	$ _____.00	44	$ _____.00

Q.11
(contd.)

EXPENSE CATEGORIES ARE DEFINED AS FOLLOWS:

(NOT INCLUDED IN PRE-PAID PACKAGE/TOUR)

Automobile Expenses

Include both gasoline and maintenance costs incurred while on the trip, or any car rental costs. Do not include any expenses incurred in preparation for the trip.

Local Transportation

Include any costs of transportation within the local area of any of the places stopped at during the trip. Such expenses include bus, subway or taxi.

Air, Train, Bus, Ship

Include the cost of any air, bus, rail or ship fares. Do not include expenses pre-paid as part of a package or tour in this category.

By Canadian carrier we mean a company which is, to the best of your knowledge, Canadian-owned. These include Air Canada, CP Air, Via Rail, Grey Coach, etc., A foreign carrier, therefore, will be any company which is not Canadian-owned.

Accommodation

Include hotels, motels and other such facilities, as well as camping fees. Again, accommodation which was paid for as part of a pre-paid package is not to be included in this category. Do not include food/beverage expenses included on 'accommodation' bill.

Food/Beverage

Include all food and beverage expenditures incurred during the trip unless they have been included elsewhere as part of a package.

Recreation/Pleasure

Will include admission or rental fees for cultural and sport activities (including hunting and fishing permits, park entrance fees, or rental of boats or equipment).

Retail/Other Miscellaneous

Will include an estimation of any other expenditures such as clothing, art, appliances or furnishings, as well as souvenirs and other miscellaneous purchases made while on the trip.

Ruston/Tomany & Associates Ltd. R/T 15411

CALL RECORD SHEET/SCREENER

8-1

LOCATION #: ☐☐☐☐☐ (1 2 3 4 5)   ADDRESS: ______________ WRITE IN
____

HOUSEHOLD #: ☐☐ (6 7)

9- 12-
10- 13-
11-

Hello, my name is ______________ of Ruston/Tomany & Associates, a market research company. We are working on behalf of the Ontario Ministry of Tourism and Recreation and are conducting a study of Ontario residents' travel habits.

ASK ANY RESPONSIBLE ADULT:

I'd like to ask you just a few quick questions to see if this household qualifies for the survey.

1. Is this your primary residence, that is, do you live in this home for six months or more of the year?

Yes	1	
No	2	TERMINATE INTERVIEW, CIRCLE CORRECT CODE IN BOX BELOW AND FOLLOW RULES FOR ADDING A HOUSEHOLD TO YOUR LISTING. RETURN THIS SCREENER

2. Are you planning to move from this residence in the next two months?

Yes	1	TERMINATE INTERVIEW, CIRCLE CORRECT CODE IN BOX BELOW, AND FOLLOW RULES FOR ADDING A HOUSEHOLD TO YOUR LISTING. RETURN THIS SCREENER
No	2	

ASK TO SPEAK TO THE FEMALE HEAD OF HOUSEHOLD.

IF NO FEMALE HEAD IN HOUSEHOLD, ASK TO SPEAK TO MALE HEAD. IF NO MALE HEAD, ASK TO SPEAK TO A RESPONSIBLE ADULT. CHECK BOX HERE IF NO FEMALE HEAD ...[]

RE-INTRODUCE YOURSELF IF NECESSARY:

> We are conducting a major study on behalf of the Ontario Ministry of Tourism and Recreation. Your household has been selected at random for our ______________ (MONTH) sample representing the people of Ontario. I would like to ask you a few questions about travel. I will leave with you a letter from the Minister explaining the purpose.

LET THE PERSON READ THE LETTER AT THIS STAGE IF NECESSARY.

ENTER THE OUTCOME OF EACH CALL (UP TO 4) ON THE GRID BELOW.

IF HOUSEHOLD QUALIFIES, COMPLETE THE HOUSEHOLD QUESTIONNAIRE AND STAPLE THIS SHEET TO THE HOUSEHOLD QUESTIONNAIRE.

YOU MUST KEEP A CALL RECORD SHEET/SCREENER FOR EVERY HOUSEHOLD YOU LIST. DO NOT ERASE. RETURN WITH COMPLETED PLACEMENT MATERIALS.

	FURTHER CONTACT REQUIRED					NO FURTHER CONTACT REQUIRED								
TRIP NUMBER	01 DID NOT VISIT	02 NO ONE/ NO ADULT AT HOME	03 RESP. NOT AT HOME	04 RESP. POST-PONES INTER-VIEW	CALL-BACK AR-RANGED 03/04	05 LAN-GUAGE PROB-LEM	06 REFUSED SCREENING	07 DISQUALIFIED Q. 1	08 Q. 2	09 RESP. RE-FUSES/ TER-MINATES HOUSE-HOLD INTER.	10 HOUSE-HOLD INTER-VIEW COM-PLETE ONLY	11 DIARY PLACED, FEMALE HEAD OF HOUSE	12 DIARY PLACED, OTHER	
1	01 Reason:	02	03	04	Date: Time:	05	06 Reason:	07	08	09	10	11	12	14- 15-
2	01 Reason:	02	03	04	Date: Time:	05	06 Reason:	07	08	09	10	11	12	16- 17-
3	01 Reason:	02	03	04	Date: Time:	05	06 Reason:	07	08	09	10	11	12	18- 19-
4	01 Reason:	02	03	04	Date: Time:	05	06 Reason:	07	08	09	10	11	12	20- 21-

RESPONDENT'S NAME: ______________ PHONE #: ______________

INTERVIEWER'S NAME : ______________

ADDRESS: ______________ PHONE #: ______________

Ruston/Tomany & Associates R/T 15411

HOUSEHOLD QUESTIONNAIRE

LOCATION NUMBER: |__|__|__|__|__|__| WRITE IN

HOUSEHOLD NUMBER: |__|__|

(ALL RESPONDENTS)

1. Have you been a resident here for more than four weeks?

YES...........22-1

NO............ 2

2. Including yourself, how many people who live in this household are aged 15 years or more?

TOTAL HOUSEHOLD MEMBERS 15 YEARS OR MORE: |__|__| 23- 24-

3-a) Have there been any trips taken by members of your household 15 and over which involved any overnight stays during the last month -- (IF "NO" IN Q.1, SAY: excluding those for the purpose of moving) that is, since this date last ______________ (SPECIFY MONTH)?

YES ☐ ASK 3-b)

NO ☐ RECORD "00" IN 3-b) BELOW AND THEN SKIP TO Q.5

-b) (IF YES) How many trips have there been? A person travelling alone counts as one trip. If two or more household members travel together, this also counts as one trip.

NUMBER OF TRIPS: |__|__| 25- 26-

(ALL OVERNIGHT TRIP TAKERS)
I would now like to get some further information about these trips.

Beginning with the most recent trip...

4-a) (HAND CARD) What was the distance from your home (IF "NO" AT Q.1, SAY: at that time) to the furthest destination? (RECORD BELOW)

-b) Was the main purpose of this trip, work or was it some other reason? (RECORD BELOW)

-c) (IF MAIN PURPOSE WORK) Was this trip part of a sales call, while working as a crew, or, for some other work-related reason? (RECORD BELOW)

-d) Including yourself, how many persons 15 years and older, now living in this household, went along on that trip? (RECORD 2 DIGIT NUMBER BELOW)

(REPEAT QUESTIONS 4-a) to -d) FOR UP TO 3 MOST RECENT TRIPS.)

"And for the overnight trip before that...?"

		OVERNIGHT TRIPS		
		MOST RECENT	SECOND MOST RECENT	THIRD MOST RECENT
-a)	DISTANCE TO FURTHEST DESTINATION			
	Less Than 25 Mi./40 km...........	27-1	32-1	37-1
	25 To 49 Mi./40 To 79 km..........	2	2	2
	50 To 99 Mi./80 To 159 km.........	3	3	3
	100 Mi./160 km And Over...........	4	4	4
-b)	MAIN PURPOSE OF TRIP			
	Work.........(GO TO -c)...........	28-1	33-1	38-1
	Other........(GO TO -d)...........	2	2	2
-c)	TYPE OF WORK TRIP			
	Sales/Crew.................	29-1	34-1	39-1
	Other......................	2	2	2
-d)	H/H MEMBERS 15 YRS OR MORE IN PARTY	└┴┘ 30- 31-	└┴┘ 35- 36-	└┴┘ 40- 41-

ALL RESPONDENTS

5. To obtain an accurate measure of the trips that people living in Ontario make within and outside the province, we are asking households to keep a diary that we provide. In it you will record information on any longer trips that you or other people in this household may make. We will be calling you throughout the study period to answer any questions you might have, and will go through the diary by telephone at the end of the two months. Then, we will ask you to mail it back to us. Of course, we realize that some households may not take any trips during this time while others may take several trips. The information you provide will be very useful in planning good travel facilities for the people of Ontario.

(EXPLAIN LUCKY DRAW) As a small token of our appreciation for the important contribution people in Ontario will make to this project, we plan to run a lucky draw. Everyone who returns a trip diary, whether any trips were taken or not, will have a chance to win a cash prize of $250.00.

The odds for this cash prize are excellent as only about 150 people will be entered in the draw. About three weeks after we receive the diary, the winner will be notified by telephone, and asked to complete a simple skill testing question.

(ANSWER ANY QUERIES AS OUTLINED IN THE MANUAL.)

RESPONDENT AGREES TO ACCEPT DIARY 42- 1 GO TO Q.10

RESPONDENT WILL NOT AGREE 2 GO TO Q.6-a)

IF WILL NOT ACCEPT DIARY:
I am sorry that you are unable to complete the diary. I have just few more questions to ask so that we can classify our data into statistical categories.

6-a) Are there any children under 15 years of age living at home?

YES 43-1

NO 2 GO TO Q.7

-b) How many are under 6 years of age? (RECORD BELOW)

-c) How many are 6 to 14 years of age? (RECORD BELOW)

	-b) UNDER 6 YEARS	-c) 6 TO 14 YEARS
ONE	44-1	46-1
TWO	2	2
THREE	3	3
FOUR	4	4
FIVE	5	5
SIX	6	6
SEVEN	7	7
EIGHT	8	8
NINE	9	9
TEN	0	0
NONE	45-0	47-0

7-a) Are any household members 15 to 17 years?

YES 48-1

NO 2 GO TO Q.7-b)

How many are males? (CIRCLE NO.) 49- 1 2 3 4 5 6 7 8

How many are females? (CIRCLE NO.) 50- 1 2 3 4 5 6 7 8

-b) Are any 18 to 34 years?

YES 51-1

NO 2 GO TO Q.7-c)

How many are males? (CIRCLE NO.) 52- 1 2 3 4 5 6 7 8

How many are females? (CIRCLE NO.) 53- 1 2 3 4 5 6 7 8

-c) Are any 35 to 54 years of age?

YES 54-1

NO 2 GO TO Q.7-d)

How many are males? (CIRCLE NO.) 55- 1 2 3 4 5 6 7 8

How many are females? (CIRCLE NO.) 56- 1 2 3 4 5 6 7 8

-d) Are any 55 years of age or more?

YES 57-1

NO 2 GO TO Q.8

How many are males? (CIRCLE NO.) 58- 1 2 3 4 5 6 7 8

How many are females? (CIRCLE NO.) 59- 1 2 3 4 5 6 7 8

8. What is the occupation of the chief wage-earner in the household?

OCCUPATION: ______________________________

60-

INDUSTRY: ______________________________

61-

HOMEMAKER ONLY	08
RETIRED/PENSIONED	09
STUDENT	10
UNEMPLOYED	11

9. Thinking about the year 1984, into which of these letter groups does the total household income fall, that is, the income or earnings before taxes from all sources, of household members living here added together (HAND CARD)?

LESS THAN $12,000	A......................	62- 1
$12,000 - $17,999	B......................	2
$18,000 - $23,999	C......................	3
$24,000 - $29,999	D......................	4
$30,000 - $39,999	E......................	5
$40,000 AND OVER	F......................	6
REFUSED		7
DON'T KNOW		8

63-

END INTERVIEW, THANK RESPONDENT AND RECORD NAME, ADDRESS, TELEPHONE NUMBER OF RESPONDENT BELOW.

NAME: ______________________________

ADDRESS: ____________________ CITY: __________ 64/75

PHONE #: ____________________

Interviewer's Name : ______________

Address: ______________________________

Phone #: ______________ Date: ______________

76-
77-
78-
79-
80-

DIARY ACCEPTERS

10-a) In order to classify our data, I would like to obtain for each person living in this household who is 15 years and over, some background information. To do this, would you please tell me the usual first name of each individual, starting with yourself and then moving from the oldest in the household to the youngest. (RECORD NAMES IN ROW -a) BELOW)

-b) Now, these first questions will concern yourself. (RECORD SEX OF RESPONDENT, THEN BEGIN BY ASKING AGE (c) UNDER PERSON LETTER "A")

-c) How old are you/is NAME HOUSEHOLD MEMBER?

-d) Are you/is NAME HOUSEHOLD MEMBER currently employed outside the home full-time (30 + hrs/wk.), part-time (less than 30 hrs.) or not currently employed outside the home?

(IF NOT EMPLOYED OUTSIDE THE HOME, ASK:)
Are you/is he/she retired, a student, unemployed, or a homemaker?

-e) What is the highest level of education you/he/she reached?

(IF MORE THAN ONE PERSON IN HOUSEHOLD):
And now, considering ______________ (READ FIRST NAME OVER PERSON LETTER "B") (AGAIN RECORD SEX OR ASK IF UNCERTAIN AND THEN ASK Q.'s -c) THROUGH -e).

(ASK -b) TO -e) FOR EACH PERSON LISTED)

8-2

		RESP.	OTHER H/H MEMBERS 15 YRS AND OVER OLDEST TO YOUNGEST						
-a)	USUAL FIRST NAME (SPECIFY)								
	PERSON NUMBER	9- A	15-B	21-C	27-D	33-E	39-F	45-G	51-H
-b)	SEX: MALE	10- 1	16-1	22-1	28-1	34-1	40-1	46-1	52-1
	FEMALE	2	2	2	2	2	2	2	2
-c)	AGE: RECORD YEARS	11- 12-	17- 18-	23- 24-	29- 30-	35- 36-	41- 42-	47- 48-	53- 54-
-d)	EMPLOYMENT STATUS (READ LIST IF NECESSARY)								
	WORK FULL-TIME (30 + Hrs/Wk.)	13- 1	19-1	25-1	31-1	37-1	43-1	49-1	55-1
	WORK PART-TIME (Less Than 30 Hrs.)	2	2	2	2	2	2	2	2
	NOT EMPLOYED	[]	[]	[]	[]	[]	[]	[]	[]
	Retired, Pensioned	3	3	3	3	3	3	3	3
	Student	4	4	4	4	4	4	4	4
	Unemployed	5	5	5	5	5	5	5	5
	Homemaker Only	6	6	6	6	6	6	6	6
-e)	EDUCATION: (Highest Level)								
	Public/ Elementary (Grades 1-8)	14- 1	20-1	26-1	32-1	38-1	44-1	50-1	56-1
	Secondary/High	2	2	2	2	2	2	2	2
	Post-Secondary (Non-University)	3	3	3	3	3	3	3	3
	University	4	4	4	4	4	4	4	4

11. What is the occupation of the chief wage-earner in the household?

OCCUPATION: ______________________________ 57-

INDUSTRY: ______________________________ 58-

HOMEMAKER ONLY	08
RETIRED/PENSIONED	09
STUDENT	10
UNEMPLOYED	11

12. Thinking about the year 1984, into which of these letter groups does the total household income fall, that is, the income or earnings before taxes from all sources, of household members living here added together (HAND CARD)?

LESS THAN $12,000	A.	59-1
$12,000 - $17,999	B.	2
$18,000 - $23,999	C.	3
$24,000 - $29,999	D.	4
$30,000 - $39,999	E.	5
$40,000 AND OVER	F.	6
REFUSED		7
DON'T KNOW		8

60-

13-a) Are there any children under 15 years of age in the household?

YES	61-1
NO	2

(IF YES)

-b) How many are under 6 years of age? ☐☐ 62- 63-

-c) How many are 6 to 14 years of age? ☐☐ 64- 65-

66/75

14. Another Ruston/Tomany interviewer will be calling you from Toronto in the next few days to answer any questions you might have about the Diary.

TAKE RESPONDENT THROUGH DIARY AS PER MANUAL INSTRUCTIONS

NAME: ______________________________

ADDRESS: ______________________________ CITY: ______________

TELEPHONE NO. ______________

INTERVIEWER'S NAME: ______________________________ 76-

77-

ADDRESS: ______________________________ 78-

79-

PHONE #: ______________ 80-

Ruston/Tomany & Associates Ltd.

LOCATION NUMBER:____________ R/T 15411

WRITE IN

HOUSEHOLD NUMBER: __________ 8-7

FIRST TELEPHONE CALLBACK

RESPONDENT'S NAME: ________________________ PHONE #: __________________

ADDRESS: ____

PLACEMENT
INTERVIEWER'S NAME: ________________________ PHONE #: __________________

ADDRESS: ____

(ASK TO SPEAK TO RESPONDENT)

Hello, my name is ______________ from Ruston/Tomany & Associates.

1-a) I am calling about the Trip Diary you were given by _______________ NAME OF PLACEMENT INTERVIEWER last month. As I'm sure you recall you are to begin filling in the diary this month. Have you recorded the details for any trips yet this month?

No	9-	1 SKIP TO Q.3
Yes		2

-b) Please read me the location number and the household number on the first blue page of your diary. INTERVIEWER: CHECK TO MAKE SURE THIS NUMBER CORRESPONDS TO THE NUMBER IN THE BOX AT THE TOP OF THIS PAGE. IF NOT, READ NUMBER IN BOX TO RESPONDENT AND ASK HER TO RECORD THIS ON THE FIRST BLUE PAGE OF HER DIARY.

2-a) Did you have any difficulties with the Diary or were there any areas or questions you found confusing?

No	10-	1 SKIP TO Q.3
Yes		2 ASK Q.2-b)

-b) What difficulties or problems did you encounter? (WRITE IN)

11- 16-
____ 12- 17-
13- 18-
____ 14- 19-
15- 20-
____

INTERVIEWER: MAKE SURE YOU HAVE YOUR INSTRUCTION MANUAL HANDY SO THAT YOU CAN ANSWER THE RESPONDENT'S QUESTION(S). PROBE TO BE SURE THE RESPONDENT FULLY UNDERSTANDS YOUR EXPLANATION, AND BRIEFLY SUMMARIZE YOUR ANSWER(S) TO THE RESPONDENT BELOW.

____

____

____

IF YOU ARE NOT SURE HOW TO ANSWER THE RESPONDENT'S QUESTION(S), TELL HER YOU WILL CHECK WITH YOUR SUPERVISOR AND CALL HER BACK.

3. Have you any questions about the Trip Diary that you would like to ask about now?

No	21-	1 SKIP TO Q.5
Yes		2

4. What questions do you have? (WRITE IN)

22- 27-
23- 28-
24- 29-
25- 30-
26- 31-

INTERVIEWER: REFER TO YOUR INSTRUCTION MANUAL SO THAT YOU CAN ANSWER THE RESPONDENT'S QUESTION(S). PROBE TO BE SURE THE RESPONDENT FULLY UNDERSTANDS YOUR EXPLANATION AND BRIEFLY SUMMARIZE YOUR ANSWER(S) TO THE RESPONDENT BELOW.

IF YOU ARE NOT SURE HOW TO ANSWER THE RESPONDENT'S QUESTION(S), TELL HER YOU WILL CHECK WITH YOUR SUPERVISOR AND CALL HER BACK.

5. On behalf of the Ministry of Tourism and Recreation and my company, Ruston/Tomany & Associates, I'd like to thank you again for your assistance in this important research project.

I will call you at the beginning of next month to check in with you again. What date and time would be convenient for you? (WRITE IN)

DATE TIME [] PM

BE SURE TO TRANSFER INFORMATION ABOUT CALLBACK APPOINTMENT TO LOCATION CONTACT RECORD SHEET.

CHECK WITH RESPONDENT TO ENSURE THAT SHE/HE HAS ENOUGH BLANK TRIP RECORDS TO LAST UNTIL YOUR NEXT TELEPHONE CALL. IF RESPONDENT NEEDS MORE, CONTACT YOUR SUPERVISOR IMMEDIATELY.

Ruston/Tomany & Associates Ltd. R/T 15411

SECOND TELEPHONE CALLBACK

ASK TO SPEAK TO THE RESPONDENT.

Hello, my name is ______________ from Ruston/Tomany & Associates.

1-a) I am calling about the Trip Diary ____________ NAME OF PLACEMENT INTERVIEWER gave you in NAME MONTH OF INSTALLATION. You have now been keeping track of your household's trips for about a month. Have you taken any trips in the past month?

No 21- 1 SKIP TO Q.2

Yes [] ASK 1-b)

-b) Did you record all of them on separate Trip Record sheets

Yes 2

No 3 SAY: Remember that it is very important to record each trip as soon as possible after you have taken it because the details are freshest in your mind. Please fill in the records for the trips you have taken but not recorded as soon as we finish our conversation. Thank you.

2-a) Are you having any difficulties with the Diary or are there any areas or questions you find confusing?

No 33- 1 SKIP TO Q.3

Yes 2 ASK Q.2-b)

-b) What difficulties or problems are you encountering? (WRITE IN)

34- 39-

_______________________________________ 35- 40-

36- 41-

_______________________________________ 37- 42-

38- 43-

____

INTERVIEWER: MAKE SURE YOU HAVE YOUR INSTRUCTION MANUAL HANDY SO THAT YOU CAN ANSWER THE RESPONDENT'S QUESTION(S). PROBE TO BE SURE THE RESPONDENT FULLY UNDERSTANDS YOUR EXPLANATION, AND BRIEFLY SUMMARIZE YOUR ANSWER(S) TO THE RESPONDENT BELOW.

____

____

____

IF YOU ARE NOT SURE HOW TO ANSWER THE RESPONDENT'S QUESTION(S), TELL HER YOU WILL CHECK WITH YOUR SUPERVISOR AND CALL HER BACK.

3. Have you any questions about the Trip Diary that you would like to ask about now?

No 44- 1 SKIP TO Q.5

Yes 2

4. What questions do you have? (WRITE IN)

45- 50-

____ 46- 51-

47- 52-

____ 48- 53-

49- 54-

____

INTERVIEWER: REFER TO YOUR INSTRUCTION MANUAL SO THAT YOU CAN ANSWER THE RESPONDENT'S QUESTION(S). PROBE TO BE SURE THE RESPONDENT FULLY UNDERSTANDS YOUR EXPLANATION AND BRIEFLY SUMMARIZE YOUR ANSWER(S) TO THE RESPONDENT BELOW.

____

____

____

IF YOU ARE NOT SURE HOW TO ANSWER THE RESPONDENT'S QUESTION(S), TELL HER YOU WILL CHECK WITH YOUR SUPERVISOR AND CALL HER BACK.

5. Thank you for your co-operation. I am scheduled to make my last telephone call to you at the end of this month. At this time, I will want to go through your diary with you. Would you please make sure you have the diary in a place convenient to the telephone so you can refer to it when I call? Would it be convenient for me to call on ________________ at ________________ time? ARRANGE CONVENIENT CALLBACK APPOINTMENT AND RECORD DETAILS BELOW.

______________________	______________________	AM []
DATE	TIME	PM []

BE SURE TO TRANSFER INFORMATION ABOUT CALLBACK APPOINTMENT TO LOCATION RECORD SHEET.

CHECK WITH RESPONDENT TO ENSURE THAT SHE/HE HAS ENOUGH BLANK TRIP RECORDS TO LAST UNTIL YOUR NEXT TELEPHONE CALL. IF RESPONDENT NEEDS MORE, CONTACT YOUR SUPERVISOR IMMEDIATELY.

DIARY REVIEW QUESTIONNAIRE
THIRD TELEPHONE CALLBACK

INTRODUCTION

Hello, this is ___________ from Ruston/Tomany & Associates. I am calling to let you know that it is almost time to send your completed Ontario Travel Survey Diary in to our offices. Before you mail the diary, I would like to spend a little time going over it with you on the telephone. Could you please get the diary in front of you?

IF RESPONDENT CANNOT SPEND TIME GOING OVER THE DIARY AT TIME OF FIRST CALL, ARRANGE A TIME FOR YOU TO CALL BACK, AND WRITE IT IN BELOW.

____________________ CALLBACK DATE

____________________ CALLBACK TIME

A. How many trip entries have you completed over the past two months -- just read me the trip number on the last completed page of the diary. (RECORD NUMBER BELOW)

_____________ NUMBER OF COMPLETED DIARY ENTRIES 55-
56-

NOTE: YOU WILL GO THROUGH EACH TRIP RESPONDENT HAS COMPLETED AND ASK THE FOLLOWING QUESTIONS ABOUT EACH TRIP. THIS IS EXTREMELY IMPORTANT, BECAUSE YOU ARE CHECKING TO MAKE CERTAIN THAT THE INFORMATION PROVIDED IS USABLE.

Now, I'd like to go through each of the trips listed in the diary with you to check for missing information.

1. Please turn to the first/second (etc.) trip entry in your diary. Have you entered the trip number, circled the day and written in the date the trip started and ended?

Yes 1

No 2

Please fill in any missing information now.

2. Have you filled in the main destination (including city/town, province/state and country) at question 2?

Yes 1

No 2

Please fill in any missing information now.

3-a) In Q.3, is the distance you recorded the one way distance from your home to your main destination?

Yes 1

No 2 IF NO, ASK RESPONDENT TO FILL IN CORRECT APPROXIMATE DISTANCE

3-b) Is that miles or kilometres?

miles 1

kilometres 2

4. Did you indicate which household members 15 years of age and over went on the trip (Q.4 - DIARY), and which household members under 15 years went on this trip?

Yes 1

No 2 IF NO, ASK RESPONDENT TO FILL IN MISSING INFORMATION

5-a) Do you have one, and only one item checked at question 6-a) in the Diary?

Yes 1

No 2 IF NO, ASK RESPONDENT TO CHECK ONLY ONE ITEM. IF RESPONDENT CANNOT LIMIT HER CHOICES, TELL HER TO PICK THE MAIN REASON MOTIVATING THE TRIP WITHOUT WHICH THE TRIP WOULD NOT TAKE PLACE.

b) Do you have at least one box checked in question 6-b) in the Diary?

Yes 1

No 2 IF NO, SAY: You should indicate any other purposes for this trip, or check the "No Other Purpose" box. (INTERVIEWER; REMIND RESPONDENT TO TRANSFER ANY DUPLICATE MENTIONS EDITED OUT OF Q.6-a) INTO Q.6-b).

6-a) Is there at least one entry in question 7-a)?

Yes 1

No 2 IF NO, SAY: You should indicate at least one of the pre-listed activities, or "Other".

-b) Is there at least one entry in question 7-b)?

Yes 1

No 2 IF NO, SAY: You should indicate at least one of the pre-listed activities, the "Other" category, or the "NONE" box.

7-a) How many nights did you spend away, Outside Ontario, on this trip?

______________ (ENTER NUMBER)

-b) IF NONE, ASK: Did you enter "00" in the space provided?

Yes 1

No 2 ASK RESPONDENT TO ENTER "00"

-c) IF NOT FILLED IN SAY: Please enter the number of nights you spent away, outside Ontario, on this trip.

8-a) How many nights did you spend away, Inside Ontario, on this trip?

_____________ ENTER NUMBER

8-b) IF NONE, ASK: Did you enter "00" in the space provided?

Yes 1

No 2 ASK RESPONDENT TO ENTER "00"

-c) IF NOT FILLED IN, SAY: Please enter the number of nights you spent away, inside Ontario, on this trip.

IF ANY NIGHTS SPENT AWAY, INSIDE ONTARIO, ASK 8-d) -e) and -f.

-d) Do you have only Ontario cities/towns written in at Q.9-a)?

Yes ☐

No ☐

You should only enter Ontario cities/towns in Q.9-a (DIARY). Please cross out or erase any entries that are outside Ontario.

-e) Please make sure you have entered the number of nights spent away from home at each city/town inside Ontario, and that the total of nights in these cities/towns inside Ontario is the same as the total number of nights entered in Q.8-b) (DIARY).

IF ENTRIES MISSING OR TOTALS DO NOT MATCH, ASK RESPONDENT TO MAKE NECESSARY CORRECTIONS.

-f) Please check that you have entered the number of nights spent inside Ontario at various types of accommodation, and make sure that the total of these nights in Q.9-c) (DIARY) is the same as the total number of nights spent away from home inside Ontario in Q.8-b) (DIARY).

IF ENTRIES MISSING OR TOTALS DO NOT MATCH, ASK RESPONDENT TO MAKE NECESSARY CORRECTIONS.

NOTE: IF NO NIGHTS SPENT AWAY, INSIDE ONTARIO, ALL PARTS OF QUESTION 9 ON DIARY SHOULD BE BLANK.

IF ANY NIGHTS SPENT AWAY, INSIDE ONTARIO, RESPONDENT MUST HAVE ENTRIES IN BOTH 9-b) AND 9-c) THAT EACH ADD TO THE TOTAL NUMBER OF NIGHTS SPENT AWAY INSIDE ONTARIO.

9. Were any expenses for this trip part of a pre-paid package or tour?

Yes 1 MAKE SURE RESPONDENT HAS INDICATED WHICH ITEMS WERE PART OF PACKAGE/TOUR, AND HAS ENTERED A DOLLAR VALUE FOR THE TOTAL PACKAGE/TOUR AMOUNT

No 2 MAKE SURE RESPONDENT HAS NO ENTRIES IN Q.10-b, -c) (DIARY).

10-a) Do you have any expenses listed for Inside Ontario?

No 1 Are you sure you spent no money on this trip inside Ontario? (PROBE for food, transportation costs, etc.)

IF RESPONDENT SPENT NIGHTS AWAY INSIDE ONTARIO (Q.8-b) (DIARY), THERE SHOULD BE EXPENSES LISTED IN THIS SECTION OF THE DIARY. PROBE EXTENSIVELY, AND ASK RESPONDENT TO FILL IN APPROXIMATE AMOUNTS.

IF RESPONDENT IS CERTAIN THAT NO MONEY WAS SPENT INSIDE ONTARIO, MAKE SURE THE CORRECT BOX IS CHECKED ON THE DIARY AND SKIP TO Q.11-a).

Yes 2

-b) CHECK RESPONSE TO Q.9 ABOVE, -- IF "YES" TO PRE-PAID PACKAGE/TOUR ASK: 10-b). OTHERWISE, SKIP TO 10-c).
Did you include among trip expenses any amounts that were part of your pre-paid package or tour?

No 1

Yes 2 ASK RESPONDENT TO DELETE ANY AMOUNTS THAT WERE COVERED BY THE PRE-PAID TOUR, AND TO ADJUST THE TOTAL ACCORDINGLY.

-c) Please tell me the amount you have entered opposite "Retail/Other Miscellaneous" in the Inside Ontario column.

$ ________ .00 (WRITE IN AMOUNT).

IF AMOUNT IS OVER $300.00, ASK:

-d) Did any individual item in your total retail/other category cost $300 or more?

No 1 SKIP TO 11

Yes 2 ASK Q.10-e

-e) Please tell me what the individual item(s) was/were that each cost $300 or more, and the approximate dollar amount of each? (RECORD BELOW, OR ON NEXT PAGE. YOU MUST RECORD TRIP NUMBER AND THEN LIST ITEMS AND COST FOR EACH ITEM)

8-8

TRIP # ☐☐

ITEM	COST
________	$ ________
________	$ ________
________	$ ________
________	$ ________

TRIP # ☐☐

ITEM	COST
________	$ ________
________	$ ________
________	$ ________
________	$ ________

TRIP # ☐☐

ITEM	COST
________	$ ________
________	$ ________
________	$ ________
________	$ ________

INTERVIEWER: FILL THIS IN FOR EACH TRIP THAT QUALIFIES IN Q.10-d)

TRIP # ⊔⊔

ITEM	COST
____________________	$ ____________________
____________________	$ ____________________
____________________	$ ____________________
____________________	$ ____________________

TRIP # ⊔⊔

ITEM	COST
____________________	$ ____________________
____________________	$ ____________________
____________________	$ ____________________
____________________	$ ____________________

TRIP # ⊔⊔

ITEM	COST
____________________	$ ____________________
____________________	$ ____________________
____________________	$ ____________________
____________________	$ ____________________

TRIP # ⊔⊔

ITEM	COST
____________________	$ ____________________
____________________	$ ____________________
____________________	$ ____________________
____________________	$ ____________________

TRIP # ⊔⊔

ITEM	COST
____________________	$ ____________________
____________________	$ ____________________
____________________	$ ____________________
____________________	$ ____________________

ASK EVERYONE

11-a) Do you have any expenses listed for outside Ontario?

No 1

Are you sure you spent no money on this trip outside Ontario? (PROBE for food, transportation costs, etc.)

IF RESPONDENT SPENT NIGHTS AWAY, OUTSIDE ONTARIO (Q.8-a) (DIARY), THERE SHOULD BE EXPENSES LISTED IN THIS SECTION OF THEIR DIARY. PROBE EXTENSIVELY, AND ASK RESPONDENT TO FILL IN APPROXIMATE AMOUNTS.

IF RESPONDENT IS CERTAIN THAT NO MONEY WAS SPENT OUTSIDE ONTARIO, MAKE SURE THE CORRECT BOX IS CHECKED ON THE DIARY.

Yes 2

-b) (CHECK RESPONSE TO Q.9 ABOVE, -- IF "YES" TO PRE-PAID PACKAGE/TOUR ASK:
Did you include any amounts that were part of your pre-paid package or tour?

No 1

Yes 2 ASK RESPONDENT TO DELETE ANY AMOUNTS THAT WERE COVERED BY THE PRE-PAID TOUR, AND TO ADJUST THE TOTAL ACCORDINGLY.

REPEAT Q'S 1 - 11 FOR EACH TRIP RESPONDENT HAS LISTED. AFTER ALL TRIPS HAVE BEEN CHECKED, ASK Q.12.

12. Now that we have covered all the trips you have listed in your diary, I would like you to think back over the past two months and try to remember whether there have been any trips taken by people in your household that do not appear in your listings.

Were there any...that you might have forgotten about (READ LIST ONE AT A TIME)

- business trips
- personal visits to people at least 25 miles or more away
- family drives
- out-of-town errands
- holidays such as (SEE HOLIDAY LIST) ____ or ________________ that fell within the past two months.

Also, try to remember whether any of the trips you have listed were taken more than once, but were only recorded once.

IF ANY TRIPS ARE RECALLED THAT HAVE NOT BEEN RECORDED, THE INTERVIEWER MUST FILL IN THE DIARY SHEETS FOR THESE ADDITIONAL TRIPS. GET OUT A DIARY SHEET, TAKE THE RESPONDENT THROUGH IT, AND FILL IT IN. REPEAT FOR EACH ADDITIONAL TRIP REMEMBERED AND IN THE SPACE BELOW, ENTER THE NUMBER OF SUCH DIARY SHEETS YOU FILL IN FOR THE RESPONDENT. THESE SHOULD BE FIRMLY AFFIXED TO THIS QUESTIONNAIRE. BE SURE TO FILL IN HH# AND LOCATION # ON THE TRIP RECORDS YOU FILL IN.

________________ NUMBER OF TRIP RECORDS FILLED IN BY INTERVIEWER

Please put your completed diary into the stamped, addressed envelope provided, and mail it today, or as soon as possible.

Remember, as soon as we have received you diary, you will become eligible for the lucky draw.

If you wish to receive the name of the lucky draw winner, send a self-addressed, postage-paid envelope with your request, within 3 months, to:

Ruston/Tomany & Associates
111 Elizabeth Street
Toronto, Ontario.
M5G 1P7.

I hope to receive your Trip Diary soon, and as soon as I do, I will enter your name into the lucky draw to be held on ____________.

Finally, on behalf of the Ontario Ministry of Tourism and Recreation, and Ruston/Tomany & Associates, we wish to thank you for your co-operation throughout this survey.

RESPONDENT'S NAME: ________________ PHONE #: ____________

ADDRESS: ________________________________

INTERVIEWER'S NAME: ________________ PHONE #: ____________

ADDRESS: ________________________________